

# *The* REPORTER

of Direct Mail Advertising

MARCH 1953



**Big Doings In Detroit . . .** see page 15

# Announcing...

## CREATIVE'S RATED

## FIRMS

To mention a few:

Department Stores  
General Stores  
Automobile Dealers  
Men's Furnishings  
Women's Furnishings  
Furniture Dealers  
Appliance Dealers  
Drug Stores  
Lumber Yards  
Jewelry Stores  
Fuel Dealers  
Florists  
Gift Shops  
Hardware Stores  
Farm Equipment Dealers  
Service Stations

Our newly compiled mailing lists of more than 100 types of retail outlets...arranged in six financial groups from \$10,000 to over \$1,000,000...

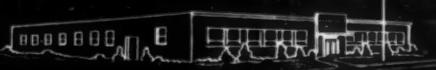
Group A \$500,000 & over  
" B \$200,000 - \$500,000  
" C \$ 75,000 - \$200,000  
" D \$ 35,000 - \$ 75,000  
" E \$ 20,000 - \$ 35,000  
" F \$ 10,000 - \$ 20,000

and many, many others...

...for information on counts and prices write:

460 NORTH MAIN STREET

FREEPORT, NEW YORK



# "This is the last straw!"



"The boss was in a rage when he found that second error in the same week on an invoice. 'Design me a simple invoice form that can be followed without a road map and does away with these fool errors, or we'll lose all our customers!' he roared. So with our printer I worked out a simplified form on Hammermill Bond. Not only has the new form minimized chances of error, but we've found that Hammermill Bond takes printing, typing and erasing so much better, looks so much more attractive, that we've standardized our printed forms on it."

## IT PAYS TO DO BUSINESS ON HAMMERMILL PAPERS

Your printer can help you design efficient forms and prestige-winning letterheads. And if he suggests Hammermill Bond—as thousands of printers do—you may be sure it's the right paper for you. To obtain business printing on Hammermill papers, look for the Guild sign on a printer's window. Let it be your guide to printing satisfaction. Send for the free Hammermill Bond sample book and the idea-book "How to Design a Business Form."



# HAMMERMILL BOND



Hammermill Paper Company,  
1621 East Lake Road, Erie 6, Pennsylvania

Please send me—**FREE**—the sample book of Hammermill Bond and include "How to Design a Business Form."

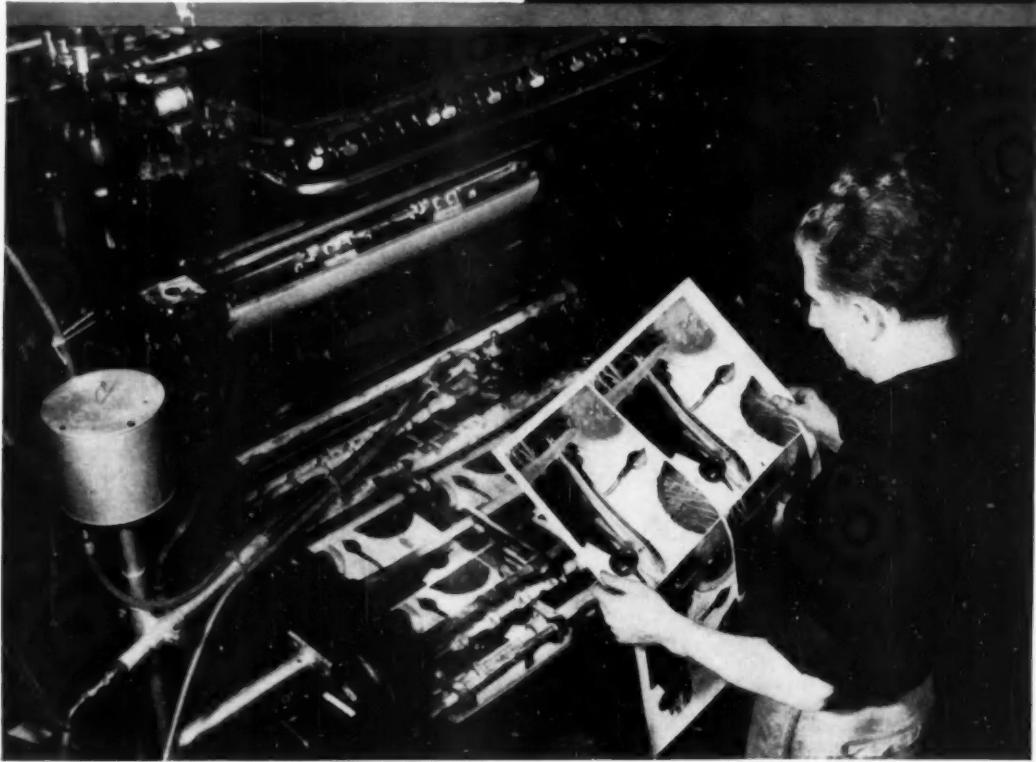
Name \_\_\_\_\_

Position \_\_\_\_\_

(Please attach to, or write on, your business letterhead.)

TR-MAR

*P*rove it in  
printing with...



WARETONE MIRROR FINISH

OLD TAVERN METALLICS

M-J POSTCARD

GUARANTEED FLAT GUMMED PAPERS

RELYON REPRODUCTION PAPER

**Mc LAURIN-JONES COMPANY**

HEADQUARTERS: BROOKFIELD, MASSACHUSETTS  
Offices: New York, Chicago, Cincinnati, Los Angeles  
Mills: Brookfield and Ware, Mass., Grand Rapids, Mich., Homer, La.

Crisp halftones, sparkling clear type masses . . . startling sharpness of detail prove to the practiced eye the superiority of a fine paper.

McLaurin-Jones Fine Papers give you this crispness, clarity and sharpness in printing, label, box covering and postcard work.

Yes, here indeed is the one line of fine papers designed to compliment your craftsmanship!

**Mc LAURIN-JONES FINE PAPERS**

# The Reporter of DIRECT MAIL ADVERTISING

Address all mail to

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Number 11

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**Henry Hoke**, Editor and Publisher

**M. L. Strutzenberg**, Business Mgr.

**Henry Hoke, Jr.**, Advertising Mgr.

**Dudley Lufkin**, Field Editor

**F. Stern**, Circulation

Short Notes . . . . .	6
Big Doings In Detroit . . . . .	15
Picking People For Profit Via Direct Mail . . . . .	18
by Lawrence G. Chait	
Selling \$800 Items By Mail . . . . .	24
by Robert F. Delay	
How A Carrier Dealer Boosts Sales By Mail . . . . .	28
by Dalton P. Fox	
"Take The Display Windows To The Customer" . . . . .	31
by Dudley Lufkin	
Does Direct Mail Pay For Smaller Stores? . . . . .	32
by Harold Freedlander	
Personalities In The News . . . . .	35
A Faster Delivery For Direct Mail . . . . .	39

THE ONLY MAGAZINE DEVOTED  
EXCLUSIVELY TO DIRECT MAIL

The Reporter is independently owned and operated. But in addition to thousands of regular subscribers, all Members of the Direct Mail Advertising Association receive The Reporter as part of the Association service. A portion of their annual dues pays for the subscription.



## Hidden Treasure

In reality a found treasure — yes, found money. The use of Cupples Personalized envelopes in your direct mail will result in increased returns — *found money*.

Call a Cupples representative when you are planning your next mailing and let him unearth that hidden treasure of increased returns that is awaiting you.

Triangle 5-6285

**C**upples  
envelope co., inc.

360 Furman Street • Brooklyn 1, New York

BOSTON • WASHINGTON • PHILADELPHIA



### SERVING CHICAGO AND THE MIDWESTERN AREA

Lemarge has what you need . . . a battery of automatic machines capable of inserting as many as 12 pieces into one envelope . . . crews of experienced people to sort and tie mail accurately and speed your postal deliveries.

More and more mailers who want fast, economical, quality service are turning to Lemarge . . . the Midwest's leading mechanized mailing organization.

One of our representatives will gladly help on your next mailing. Phone today and get acquainted.



Write or phone  
for details!

**the LEMARGE company**

417 S. Jefferson Street  
Chicago 6, Illinois  
Phone: HArrison 7-1030

# Short Notes

DEPARTMENT

We welcome your direct mail ideas and news items for this department. Send all material to Short Notes Department, The Reporter of Direct Mail Advertising, 53 Hilton Avenue, Garden City, New York.

□ HOPE FOR PARCEL POST USERS. As previously reported, the Post Office Department has an application before the Interstate Commerce Commission for permission to raise parcel post rates approximately 35%. (Only class of mail over which ICC has jurisdiction). Senator Frank Carlson, chairman of the Senate Post Office and Civil Service Committee, and Senator Olin D. Johnston, ranking minority member of the Committee, have introduced a measure (S. 586) which would repeal two old statutes giving the ICC the power to raise fourth class rates on the request of the Postmaster General, and would restore all postal rate power to Congress. Another measure (S. Res. 49) provides for an investigation by the Senate Post Office Committee of postal cost accounting and rates, and the creation of an advisory committee to work with the Congressional Committee. If these two measures should pass . . . they would block any immediate parcel post increase.



□ CONCERNING ETHICS IN DIRECT MAIL: (See page 20 of the February issue.) We will start spotlighting some of the people who are muddy the clean water. Naming names. In a democracy dedicated to and encouraging freedom of worship there should be no room in the mails for promotions attacking the religious beliefs of others. Therefore, we damn the recent mailing of the "Freethought Press Association," 370 W. 35th St., New York 1, N. Y. (P. B. Meter 55590) with envelope marked "personal" and with enclosure promoting a special edition of a book indicting the Roman Catholic Church. We hope the mailing was a complete flop.



□ WATCH OUT for a new twist in the directory racket. As reported last month . . . the Post Office Department issued fraud orders against ten of the racketeers who were sending circulars which looked like legitimate invoices. Evidence already in the mail indicates that some of the old gang are starting again under different names and addresses. The format, type and copy style look about the same. But instead of

charging for listing you in a classified directory they now promise to run your listing free if you subscribe to the promised publication for \$20. This means that the only distribution of the proposed directory will be to the suckers who have fallen for the free listing gag. Fraud orders don't seem to put these fellows out of business. Why can't they be prosecuted for criminal fraud? And what has happened to all the money so far collected on the directory racket?



□ SOMEBODY IS REVIVING the old punch board type of mailing. All you have to do is get a number of your friends to punch 36 holes and pay anywhere from 1¢ to 29¢. You and the "winner" receive cameras when you send the manufacturer the amount collected. Seems to us this operation is suspect under the regulations against lotteries.



□ CONGRATULATIONS to the American Alumni Council (1785 Massachusetts Ave., N.W., Washington 6, D.C.) for another good example of conference reporting. Last year we praised the bound volume digest of the French Lick, Indiana meeting of college alumni secretaries. One of the best jobs we have ever seen. Now we have the 176-page report of the 37th Annual Conference in Sun Valley, Idaho. Just as good as its predecessor. Other associations should study or copy the technique. Incidentally, Ernie Stewart, secretary of AAC, issues a first-rate, 8-page monthly bulletin to his members. He adapted from The Reporter the idea of putting a check square at the start of each short item. We had no objection. Glad to see the idea spread.



□ COMMON SENSE is the name of a so-called newspaper published in Union, N. J. which contains very little, if any, common sense. We understand it is now being distributed rather widely to prominent people who are offered bulk lots for redistribution at attractive prices. If you happen to get a copy in the mail don't let it fool you. Investigate. It is published by one of the notorious witch

## The inside story of the list business #7

A new trend in the use of lists has been developing for several years. Before the 2nd World War, very few mailers used lists of firms without the individuals' names. The upheaval of personnel, the resulting changes on lists, and the shortage of clerical help probably forced many mail order firms to throw up their hands and say "No more individual names for us—we'll do business with the firm." And they've never gone back to their former method of keeping lists.

To give you an idea of how wide-spread this policy is, here's a count of the customers secured by some of the leading mail order companies who sell, using lists of firms only.

- 41,000 buyers of industrial brushes
- 35,000 buyers of industrial item and  
400,000 prospects
- 50,000 buyers of furniture for institutions
- 27,000 buyers of stationery
- 75,000 buyers and prospects for printing
- 400,000 buyers of office supplies
- 20,000 buyers of loose leaf binders
- 102,000 buyers of pencils
- 81,000 buyers of industrial gloves
- 104,000 buyers and prospects for neckties
- 680,000 buyers of pencils and 3,000,000  
prospects

In addition to these buyers lists, there are a number of responsive compiled lists. Now to really give you the inside story of the economics of list compiling would take more than this page. So let's take the story of one such list . . . our own compilation of 1,000,000 small businesses.

### BIRTH OF A LIST

About 15 years ago, there was a man in the mail order department of Prentice-Hall who knew more about compiling lists at that time than anyone else. He had an idea that little businesses which advertised in the classified phone directories would be alert and progressive enough to want to buy his business books and services to help them get more customers. He made a few tests and found his hunch was right, but he didn't have the time or the help to go into list compiling on a big scale. So I undertook to do a job for him. After many trials and errors in the method of compiling, I hit on a formula which worked not only for Prentice-Hall but for other mailers.

By the time World War II came along, we had a good sized list, but not a complete one. The volume of mailing was increasing so much that we weren't entirely bowled over when one of the users of these names said, "How about compiling the whole possible 1,000,000 names for us?" Well, that was a nice order—if I could do it. I figured it cost me about \$50.00 a thousand to compile and at that time the addressing rate for these names was \$12.50 M. So

some of you cost accountants can figure how many runs I would need to break even. To add to the problem, the shortage of labor made it necessary to put the list on stencils which would cost another pretty nickel. With the help of a contract for 4 complete uses from this one mailer, we were able to accomplish the job. The explanation for this interest toward using lists of firm names only is given recently by McGraw-Hill who says:

**"Almost 39% of the executives change jobs, retire or die every year."**

An analysis of our list shows that only 7.5% of the names drop out each year, and that another 33 1/3% change their qualifications for being selected. That is, we must remove 33 1/3% of the names yearly and substitute new names.

Now this same man at Prentice-Hall had another idea for a list. He had retired and had the time and the facilities for compiling it himself. He again selected firms which advertise, but in different media on a local and regional basis. He did not include national advertisers. This list totals about 200,000 names, and the results for mailers seems to be as good as those for the million list.

### CHANGE OF PACE

The Direct Mail Advertising Association Bulletin goes further. "Many subscription people say it pays to address some mailings to titles instead of to individuals. They find that this idea is a profitable change of pace even when the prospect list is accurate."

A few list owners have experimented with title slugs such as President, Purchasing Agent and Manager, but the majority stick to the simple formula of firm name only. The mail seems to get to the right person.

If you are considering using a compiled list, ask yourself very seriously if you really want the names of the individuals in a company. You can count on about 40% of the executives moving, retiring or dying in one year. You yourself would not be able to maintain 100% accuracy on such a list, and a list compiler is in an even poorer position to clean a list.

Even if he is willing to allow a generous refund, more and more mailers find the clerical cost of sorting returned mail unprofitable. The alternative to cleaning a list is to recompile it, but unless he foresees

enough demand for it, he can't afford it. The difference between 40% deadwood on an executive list and less than 10% on a company list is an important factor in list maintenance, so it looks as though the trend toward using firm names only will continue.

If you haven't tried a few lists with company names only—either of buyers or compiled names—let us suggest some of the best for you.

*Arthur Martin Karl*

President

### NAMES UNLIMITED, INC.

352 Fourth Avenue Murray Hill 6-2454 N. Y. 10, N. Y.  
Charter Member National Council of Mailing List Brokers

OUR 25th YEAR IN THE LIST FIELD

No. 3 of a series

## THE REPLY-O-LETTER

150 W. 22nd St., N.Y. 11, N.Y.

CLEVELAND  
DETROIT  
TORONTO

J. J. Kent  
1234 River Rd.  
Hometown, U.S.A.

Mail order men know how hard it is to make a low price book offer pay out. Here's what Sam Meyerson of

SIMON & SCHUSTER, Inc.

says about his REPLY-O LETTER mailings on J K Lasser's YOUR INCOME TAX, price \$1.50 per copy

"We received 7% to 8% with REPLY-O LETTER on outside lists. To our own house lists, the figures far exceeded our expectations."

In mail order, or getting inquiries, or anything that requires an answer, leaders in nearly all fields use REPLY-O LETTERS. Their immediate aims may differ. Techniques, too. But leading advertisers like Remington Rand, Air Reduction, Harper's Magazine, New York Life have all turned to REPLY-O LETTER for results. We'll gladly send you samples and a copy of our booklet, "IT WAS ANSWERS HE WANTED."

The Reply-O Letter

THE  
REPLY  
CARD  
(or envelope)  
IS  
"IN"  
THE LETTER

Phone  
nearest sales  
office—or write  
REPLY-O-LETTER  
150 W. 22nd St.  
N.Y. 11, N.Y.

If YOU'RE making  
spring list tests,  
make sure you test  
the best . . . . .

Our integrity and our resourcefulness in locating success-proved mailing lists have set a precedent for conscientious service in the direct mail field. It makes no difference whether you need five thousand or five million names . . . we can get them for you, and you can bet they'll be responsive. Yet they cost no more than ordinary lists. Send coupon for FREE details.

Charter Member National  
Council Mailing List Brokers

willa MADDERN, inc.

215 Fourth Ave., New York 3, N.Y.  
Without obligation, send us complete de-

tails about more responsive mailing lists.

Name \_\_\_\_\_

Product or Service \_\_\_\_\_ Offer \$\_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zip \_\_\_\_\_ State \_\_\_\_\_

IDEAL FOR LIST BUILDING!  
PERFECT FOR SALES LEADS  
BUYING - RESEARCH

## AMERICAN AVIATION WORLD-WIDE DIRECTORY

This is the first and only Directory of its kind published anywhere. Complete listings of over 3,500 companies and approximately 15,500 individual names of personnel in the vast aviation industry. Titles, addresses, phone numbers, products for your list-building or business, research operations. Everything is there from Air Transportation, Manufacturing, Equipment, Materiel, Aviation Services, Publications, Organizations, Government, Military and big Foreign Section. Fully indexed. Nearly 700 pp., \$7.50 complete. Revised Semi-Annually. Order today. (Special Rates for 5 or more copies).

WRITE - WIRE - LARRY BRETTNER  
Circulation Promotion Manager  
**AMERICAN AVIATION  
PUBLICATIONS**

World's Largest Aviation Publishers  
1025 Vermont Ave., N.W.  
Washington 5, D.C.

## Short Notes CONTINUED

hunters who don't do democracy any good. It is violently anti-Semitic. And nearly everyone except the publisher and a few close, personal friends is a Communist . . . including the National Council of Churches of Christ. The same old stuff that flooded the mails prior to World War II.



□ THE PORNOGRAPHIC PEDDLERS are constantly being closed up by the Post Office. But others start with alarming frequency. We are wondering why some legitimate business organizations are using coded mailing lists sold or rented to them by the pornographic peddlers who have been closed up by the Post Office. We now understand that a firm in France is attempting to sell "Erotica." We wonder how the purchasers (if any) manage to get their copies through customs.



□ DID YOU KNOW THIS? We didn't, until we read it in the bulletin of the Graphic Arts Association of Baltimore. If a printer gets an order for admission tickets to any entertainment event . . . it is the printer's obligation to show on the admission tickets printed, the itemized price of admission, the federal tax and the total amount. It is not permissible to use the term "tax included." The printer must furnish detailed information and samples to the Collector of Internal Revenue on all such orders for tickets.



□ SEE BY THE PAPERS that 37 truck companies have sued a public relations expert and 31 railroads for a \$250 million treble damage suit for conducting a "vicious, corrupt and fraudulent campaign" by advertising to force the truckers out of business. It will make an interesting case to watch. This reporter has been seeing some of the material involved and will probably hear a lot more about it when he appears on the program of the American Trucking Association's Annual Convention in Florida late in April.



□ BOB CHILDERES, president of Childers Manufacturing Co., 3620 W. 11th St., Houston 8, Texas pulled a neat stunt to draw attention to his first big splash in national advertising. He wrote short personal letters to the private secretaries of some of his important contacts throughout the country. Attached to the letter with Scotch Tape was a

# Let's swap ideas

Match your advertising ideas with these—and win a \$50 Bond!

#### Cuts cost of index pages in manuals

Here's an idea that ends the need for special tabbing or special stock pages to form an index in product manuals and booklets. A strip index of the contents is printed on the right side of the introductory page. Black markings are run on the right edges of each page in the book corresponding to the index. Thus, by using the index to locate each subject, you then simply thumb the pages until the black identification mark appears. We'll save almost \$600 on one booklet alone with this simple indexing idea.

F. M. Andrews, Advertising Department, Minnesota Mining & Mfg. Co., St. Paul, Minn.

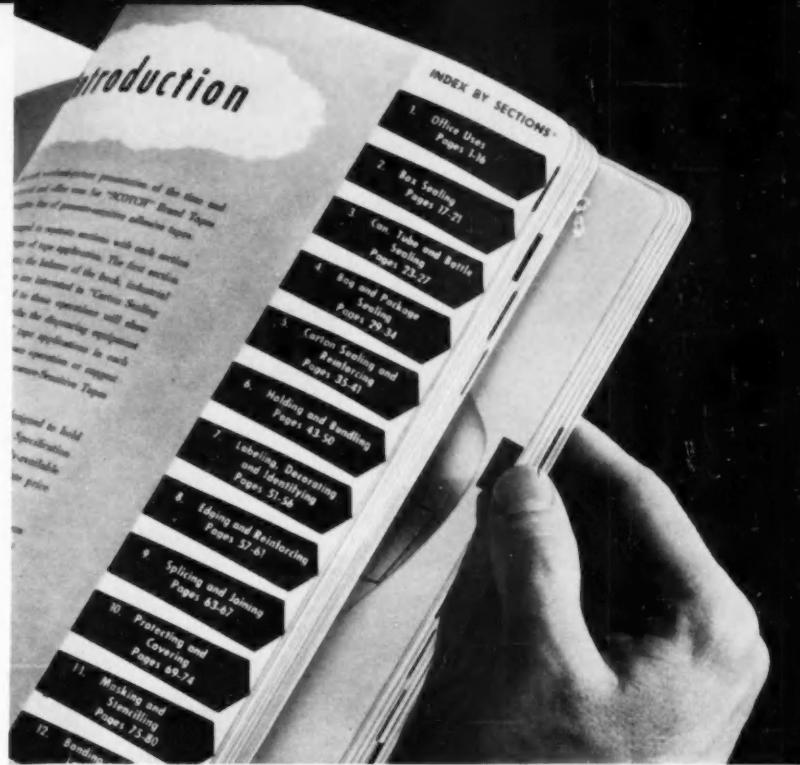
#### Large display takes little space

If you have difficulty persuading dealers to use valuable space for display purposes, or if your merchandise is of a size or nature that makes nearby displays impossible, you might benefit by an adaptation of our "headboard display." In addition to the problems mentioned, we found that ordinary mattress displays were lost in a showroom that had a great many items lined up together. So our solution was a printed card in the shape of a headboard that could be attached to the mattress. The selling messages on front and back include illustrations from our national advertising. This display can be used in windows, on walls or on the sales floor. It takes up no additional floor space, yet is large enough to command attention. It gets our sales story across to the customer—and has proved to be one of our most valuable displays.

Joseph F. Zarish,  
Sealy, Inc., Chicago, Illinois

#### Customers "warm up" to human interest mailing

The moving and storage industry can appear as dry as dust. That's the way it is usually presented, and that is just the attitude we have tried to avoid. Our direct mail plan has taken the form of a monthly "Newsletter"—one offset sheet of 8½" x 11". Its effectiveness has been highly praised by all our estimators who visit "Newsletter" recipients. What we did was a simple twist on the usual moving and storage approach. We adopted a



For a new idea with booklets, see paragraph at left. For the latest idea in low cost offset printing, read below about the new Kimberly-Clark coated offset paper!

human (and frequently humorous) approach toward jobs that we had handled. We took the emphasis off equipment and put it on the men who did the work. "Sell" copy rarely appears in the Neptune "Newsletter." It is read, remembered, and talked about. So if a warm copy approach can accomplish that for an organization in an industry as prosaic as moving and storage, the opportunity to do a job at least equally well exists for everybody.

Wilfrid S. Rowe, Advertising Manager, Neptune Storage, New York, N.Y.

#### Do you have an item of interest? Let's swap ideas!

All ideas contributed become the property of Kimberly-Clark for use in any printed form. For each idea used in our magazine advertising we will give the sender name credit and a \$50 Defense Bond. In case of duplicate ideas, only the first received is eligible for the award. This offer supersedes any offer published in previous advertisements, and continues for two months only. Address "Let's Swap Ideas," Room 429, Kimberly-Clark Corp., Neenah, Wisconsin.

#### Now—a low cost coated paper for fine offset printing!

If you've been wanting to print some of your booklets, folders or other advertising pieces by offset—but haven't because of the cost of coated offset paper—here's good news! Shorewood, the new Kimberly-Clark glossy coated offset paper, is designed especially for low cost, volume printing. It's priced in the plain, uncoated paper class—yet

gives you the sharpness and contrast you need for quality jobs. There's no extra charge for weights as low as 50 lb.—and it's great for either monochrome or process color work. Try new Kimberly-Clark Shorewood on your next printing job. For complete information, see your distributor or write to Kimberly-Clark Corporation, Neenah, Wisconsin.



Products of  
**Kimberly-Clark**

HOW TO WIN NEW MAIL  
ORDER CUSTOMERS IN  
VOLUME FROM

80M ACTIVE SUBSCRIBERS  
72M Former Subscribers

152M Total  
HIGHLY RESPONSIVE active  
and former subscribers to monthly  
magazine of better health  
through better gardening.  
Geographic. Clean. 57% men.  
Empty.

Ask for MOSELY LIST CARD  
M-3586 for full details and on  
line YOUR List Problems. Write  
Dept. R-3.

Mosely

MAIL ORDER LIST SERVICE, Inc.  
38 Newbury St., Boston 16, Mass.  
NEW MAIL ORDER CUSTOMERS IN VOLUME

## ADDRESSING MACHINES EQUIPMENT-SUPPLIES-PARTS

### REBUILT ADDRESSOGRAPH

All Models

Hand & Electric

WE MANUFACTURE . . .  
BUY AND SELL Plates,  
Frames, trays, cabinets,  
tabs, ribbons, speed-  
mats. Our large stencil  
embossing dept. gives  
fast, accurate service.

### REBUILT ELLIOTTS

All Models

Hand & Electric

WE MANUFACTURE . . .  
BUY AND SELL Fibre stencils,  
long & short trays,  
cabinets, liquid & paste  
ink. Also Smith Stencil  
Typewriters.

Write For Information, Prices and Circular  
Dept. R-4, 40 W. 15th St., N. Y. 11, N. Y.

MAILERS' EQUIPMENT CO.

I DESIGN LETTERHEADS, FOLDERS,



& SIMILAR ADVERTISING PIECES

Raymond Lufkin TENAFLY NEW JERSEY

## Story Notes CONTINUED

quarter. He asked the secretary to do him a favor: to pick up on her next trip away from the office a copy of the January 26 issue of Life, and to show the four-color Childers ad on page 110 to her boss. The balance to be spent on a cup of coffee. (Bob will probably be hearing from some secretaries who will want to know where they can now buy a cup of coffee for 5¢.)



□ THE HULLABALOO of the Jelke trial in New York brought out some peculiar situations. We wonder how many of you caught a few buried lines in a United Press story from Chicago. Seems in a Chicago raid on a prostitution ring, two of the girls involved (according to the FBI) had established a mail order gift house as a front for their operations. Hope this isn't any indication of a trend . . . or something.



□ PARCEL POST SURCHARGE DELAYED. On February 20, Postmaster General Summerfield announced that he had set aside the directive issued December 31, 1952 making April 1st the effective date for charging 20¢ extra on each parcel post package which could not be handled in mailbags. (Odd sizes). The PMG has asked his assistants to re-examine the "problems." So no surcharge for the present.



□ CRAZY STORIES ABOUT MAIL ORDER operations are always popping up . . . but here is one for the books. Horace Blitz of Atlantic Advertising, Inc., 24 S. North Carolina Ave., Atlantic City, N. J. tells us about a customer in Detroit who received his shipment of individualized Christmas cards and was surprised to find two one dollar bills packed in with the cards. He was honest enough to send the bills back along with his check in full payment. Horace and the other two "men on a horse" are still trying to find out how, during the pre-Christmas rush, somebody started packing dollar bills into shipments. And how many? It will probably remain one of the big unsolved mysteries of the century.



□ STILL CAN'T UNDERSTAND why McCann-Erickson and Printers' Ink refuse to accept the annual dollar volume estimate for direct mail issued by the Direct Mail Advertising Association.

Each year Printers' Ink cuts down the DMAA figure even though some of us who are closest to the picture realize the DMAA estimates are actually on the conservative side. The DMAA figure for dollars spent on direct mail in 1952 was \$1,171,088,984. Printers' Ink lists the amount as \$1,011,400,000. They give direct mail credit for 14% of the total advertising volume, which last year was estimated at \$7,219,600,000. The joker in the whole situation is that Printers' Ink lists "miscellaneous" advertising expenditures as \$1,305,900,000 or 18% of the total volume. "Miscellaneous" may include a lot of direct mail or direct advertising.



□ TONGUE-IN-CHEEK DEPARTMENT: Donald M. Brown, 32 Kingsbury Road, New Rochelle, New York, sent us a clipped ad he considers "one of the rarest Mail Order puns ever perpetrated." The small, 1-1/2" ad was created by mail order master L. L. Bean, Inc., 222 Main Street, Freeport, Maine . . . to announce their new sporting goods catalog. The cover of the catalog

Free Catalog  
Ready February 3  
Fully Illustrated, 186  
Pages, containing general  
information on fishing, tackle,  
hunting, traps, etc., and forty-eight other  
leather and canvas items of our  
own manufacture.

L. L. Bean, Inc.  
222 Main St.  
Freeport, Maine  
Mfrs. Fishing and  
Camping Specialties



is illustrated with a picture of a fur-bearing carnivorous Male Otter. Seems like intentional wit on L. L. Bean's part, says Don . . . inasmuch as New England accent makes Mail Order Catalog sound exactly like Male Otter Catalog. Could be. We know a beautiful but bashful agency secretary who quit her job because she claimed her boss was a "D-Drect" Male.



□ WHAT'S THIS? A noted national publisher recently mailed a new subscription appeal. It was well written and convincing, but the next to the last line started: "In my next letter, I'll tell you how, etc., etc." In other words, the recipient should not subscribe unless he wants to forego hearing what's in the next letter.



□ THERE'S AN OUTFIT IN PORTSMOUTH, VIRGINIA that is precariously hanging over the cliff of a fraud order. We'd like to step on their fingers. They sell "powerful" oils that accomplish a "radiantly full life, successful, happy, with plenty of money, property, etc" when used. Here's an example of their oily mail order pitch: "POSE OIL—Double Strength . . . This oil is so strong and compelling it will

make any woman PROPOSE to a man if he uses it . . . CONFESSION OIL—Double Strength . . . Many women use this oil to make men lay money, jewels, fine clothes, and home luxuries at their feet. Men use this oil to make women do great things for them . . ." The legal worm-out is "We make no claims but offer it to our customers as an unusual curio . . ." Another racket substantiating P. T. Barnum's famous words . . . and corrupting legitimate mail order.



□ DIRECT MAIL VALENTINES were popular this year. Our good friend Felix Tyroler, Secretary of the New York Chapter, Mail Advertising Service Association, 37 West 43rd Street, New York, New York, sent us a good one used by "Reader's Digest" for subscription renewals. Had a "roses are red, etc." tie-in jingle. Back of valentine message showed two hearts joined by Cupid's arrow and asked: "Let's get together again . . . hmm?" Another clever one came from Mailograph Company, Inc., 39 Water Street, New York 4, New York. An 8" x 5 1/2" gimmick card . . . had a small mirror tipped on. Heading: "Object of Our Affection." The back of the hand-addressed envelope (in feminine handwriting) even had a lipstick kiss imprint.



□ LET'S HOPE we are not in for another rash of patents in the direct mail field. That subject was thoroughly hashed out back in the early 1940's. And we proved that most of the so-called patents were worthless. We have noticed recently a number of trick fold circulars bearing the imprint "pat. applied for." There is nothing new or original about these pieces. They are simple adaptations of well-known die-cutting or folding techniques. Don't let these pieces fool you.

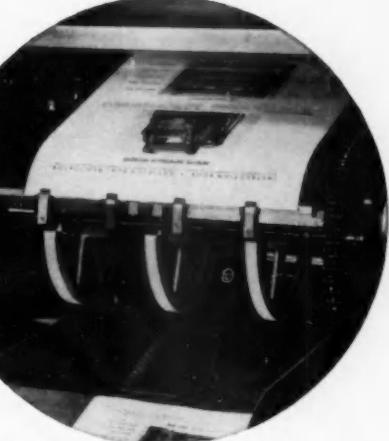


□ "TYPE IN ACTION" is the name of eight visual forums being conducted by the New York Type Directors Club, Box 1607 Grand Central Station, New York 17, New York . . . each Tuesday from March 3 through April 28. Features a creative team of art directors, designers, and type directors . . . discussing and answering questions on the most effective use of type faces. With the first two completed as we go to press . . . the remaining forums may be attended for \$2.00 per forum. Write to the Type Directors Club for complete information.



□ THANKS TO ANNE SMITH of Fair Mail Service, 417 Cleveland Avenue, Plainfield, New Jersey . . . for nice things she said about us in the first issue of her h.m. "Direct Mail Digest." In addition to other interesting reading,

## What happens when you PUSH a string



Of course.

And paper is apt to do the same thing when you try to push it out of a printing press . . . and the tiniest bend or buckle may cause difficulties. That's why, on a Davidson Dual, the paper is pulled out. Four strong steel grippers take a firm hold on the lead edge of the sheet as it enters the press. They never let it go . . . keep it pulled taut . . . straight . . . even . . . all the way until it is printed and out.

Only the Davidson provides this positive control.

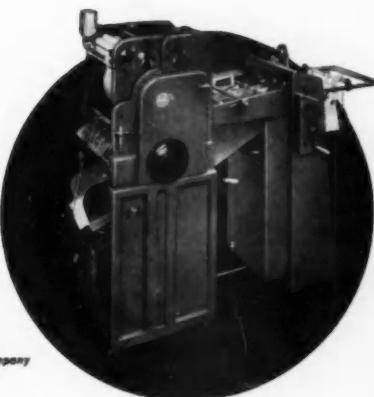
It's but one of the reasons why a Davidson Dual insures such perfect stripping and stacking . . . one example of the precision engineering that gives you such excellent results . . . with so little attention.

If you do your own printing you know the need for built-in accuracy, dependability and stamina. You know the importance of quick makeready, easy adjustment, accurate register, full ink coverage, simple pressure regulation. You know you must have simple operation, high speed production and low operating costs. You have all this when you own a Davidson.

The Davidson Dual is the only press that does both offset and letterpress. It's the only one that gives you small press economy with big press quality. It gives you printing you can be proud of . . . fine halftone and multi-color work . . . and will maintain that quality and economy year after year. That's why hundreds of users say

**Davidson has the answer.** There's more to the story. Let us send you full details . . . and arrange for a demonstration. Write today.

THE  
**Davidson**  
Dual



There's a Davidson Sales and Service Agency near you. They're located in more than 60 principal cities.

**DAVIDSON CORPORATION**  
A subsidiary of Mergenthaler Linotype Company  
1048-60 West Adams Street  
Chicago 7, Illinois



## **what makes planned circulation click?**

Could it be we have  
just one "sacred cow"—our customers?

. . . Your requirements come first:  
(We have no company-owned lists . . .  
no compiling service)  
our time is your time—and we'll  
spend it combing the market for you!

. . . We don't sell list maintenance  
or mailing house services (but we can advise  
you free on various methods).

. . . We are completely independent—  
not affiliated with any company or organization.

No account is too small—or too large—for  
us to give you personalized service.

Just call us for screened lists . . .  
or if you have a good list  
you want placed  
on the market!

### **planned circulation**

**The Fastest Growing Independent List House**

19 West 44 Street  
New York 36, N. Y.  
Tel: MUrray Hill 7-4158

## Short Notes CONTINUED

"Direct Mail Digest" No. 1 contained a summary of John Yeck's "You Gotta Aim Before You Shoot" article from the November '52 Reporter. A good job.



□ FRED E. GYMER'S "LET'S HAVE BETTER MOTTOES" idea seems to have caught on in other quarters. Abrendt, Inc. (thermographers), 333-6th Avenue, New York 14, New York, sent us one of their mottoes on how to beat the high cost of living. It reads: "How To Double Your Money: Just fold it and put it back in your pocket."



□ ADVERTISING CLOSING DATES for all major magazine shopping sections are neatly presented in the 1953 edition of the American Home Market Place date calendar . . . published by "The American Home" magazine, 444 Madison Avenue, New York 22, New York. Many mail order advertisers will remember the helpful 1952 edition of this interesting "American Home" promotion. The new calendar has even more publications' advertising closing dates than last year. Invaluable for planning mail order campaigns through magazine space. If you don't already have the Market Place calendar, write to "American Home" ad manager Robert Forgan for a copy.



□ AT THE SAME TIME . . . drop a line to the E. H. Brown Advertising Agency, 20 North Wacker Drive, Chicago 6, Illinois, and ask for a free copy of their "1953 Advertisers Rate and Data Guide." It's a handy 4"x19" booklet giving rates, circulation, etc. of mail order magazines, shopping sections, newspapers. This newly published guide is E. H. Brown's 28th Annual Edition. All figures are those announced by publishers up to January 15th, 1953.



□ PIGEON MAIL: We found an unusual case history in the Atlanta Envelope Company (Atlanta, Georgia) h.m. "In Transit." Here's the item . . . reprinted in its entirety: "A perfume salesman for Davison's (Dept. Store, Atlanta) recently rushed down to claim a special delivery, air express package. No Christmas bottle of Scotch nor even Chanel was waiting for him. Instead a crisp letter from a New York perfume firm, and a limp homing pigeon. He fed and watered the bird, filled out and stuffed the requested form into a capsule

on the bird's leg and sent it on its way back to New York. No competition the post office need fear—but a direct mail gimmick that certainly attracted attention."



□ THE CRYSTAL TISSUE COMPANY, MIDDLETOWN, OHIO uses their small h.m. "The Wrapping Desk" as an actual sample of their product. The unique 8½"x7" monthly is printed on a different Crystal tissue each month. The four pages of "The Wrapping Desk" are French folded . . . making a large sample sheet when opened. The issue we saw was printed on Crystal's No. 1 White Fourdriner . . . and had an interesting lead article all about the tissue. Plaudits to editor John L. M. Larson for an excellent job of presenting the product with sparkle and interest.



□ THE DIXIE VERSION OF THE FAMOUS BLUE BOOK has just come off the press for the second time . . . reports its publisher The Southern Social Register Foundation, Williamsburg, Virginia. After success with their 1952 edition, the foundation has just published their "1953 Southern Social Register." Twice as large as 1952's effort . . . the new publication contains more than 20,000 leading social names of the South. The compilation from 17 states south of the Mason-Dixon took three years to assemble. Seems like a good, lucrative mail order market list. The 1953 edition sells for \$12.50 a copy. Write the foundation either at Williamsburg or their New York office at 251 West 57th Street, New York 19, New York.



□ PREPARATION IS NOW UNDER WAY for Advertising Federation of America's fifth "Better Public Understanding of Advertising" campaign. Ralph Smith, vice president of Stauffer, Cowell and Bayles, Inc. has been re-appointed chairman. He and his committee are laying the groundwork to intensify the 1951-52 campaign which reached an estimated 75 million consumers. AFA reports that finished materials for all media release will be ready at the time of the Federation's national convention in Cleveland, June 14-17. Direct mail and house magazines will be asked to participate as they have in past AFA campaigns.



□ IF TRYING TO FIGURE OUT GARBLED TIMETABLES annoys you as much as it does us . . . you'll be interested in United Air Lines' new coast-to-coast timetable. Mailed last

(Continued on Page 41)

# Step Up Sales Correspondence

## Auto-typist

### Push-Button Typing the Automatic Way...

Repetitive Correspondence

for—Sales • Service

Good Will • Thank You

Fund Raising

Credit



**Model 5216.** Push-button selector of 16 letters or paragraphs. Other models up to 100 paragraphs.

*Our Direct Mail Results  
up 300% - Auto-Typist  
Solved our Steno  
Shortage*



Investigate this  
MODERN OFFICE  
METHOD TODAY!

Yes, it's true! With  
Auto-typist you get  
perfect, error-free, individually type-  
written letters—automatically. With  
Auto-typist one girl can do 2½ times  
more work! Solve your steno shortage.  
Mail the coupon today.

American Automatic Typewriter Co.  
Dept. 23, 614 N. Carpenter St.  
Chicago 22, Ill.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_ State \_\_\_\_\_



Five factories and over 100 sales representatives are equipped to handle your usual . . . and unusual . . . envelope requirements. Write us your needs today.

### TENSION ENVELOPE CORPORATION

522 FIFTH AVENUE  
NEW YORK 36, N. Y.  
1912 GRAND AVENUE  
DES MOINES 14, IOWA

5001 SOUTHWEST AVENUE  
ST. LOUIS 10, MISSOURI

120 NORTH 2ND STREET  
MINNEAPOLIS 1, MINN.  
19TH AND CAMPBELL STS.  
KANSAS CITY 8, MISSOURI



*Cover Story:  
a report by H. H.*

# BIG DOINGS IN DETROIT!

This reporter was on hand bright and early the morning of February 12, 1953 . . . to attend the first open-to-members Board Meeting of the Direct Mail Advertising Association.

President Lester Suhler (Look-Quick) was determined to prove that the affairs of the Association and the transaction of the Board were *above board*. He certainly proved it. No inner cliques. No secret agreements.

Ten of the seventeen Board members were present: Theiss (St. Paul), Curtis (Tulsa), Downs (Chicago), Buhrow (New York), Mark (Toronto), Suhler (Des Moines), Chait (New York), VanderPyl (Detroit), Yeck (Dayton) and Beatty (Detroit). Several other Board members failed to arrive at last minute because weather conditions grounded their planes. A few were forced to stay at home because of illness.

The Board met on a U-shaped, slightly raised platform (see cover shot No. 5). Members and visitors could sit in audience-chairs facing the

U. Proceedings started at 9:30 a.m. and continued until after 5:00 p.m. Luncheon was served in meeting room with Board and audience mingling.

First order of business: introducing new headquarters staff.

Managing Director William Henderson and assistant, John Lord (see February Reporter). Their positions and policies were outlined. Howard Mark discussed the relationship of the new Toronto chapter with parent DMAA. Treasurer Herb Buhrow made a frank statement on finances and the new bookkeeping system. Past President Harry Porter (Harris-Seybold) reported at length on study being made by President's Finance Council to create a special Development Fund (separate from membership revenue) to provide for expansion (more of that later). Mac VanderPyl introduced to the Board the Chairman of all the Detroit Convention Committees. Dan Jacobs (Seaman-Patrick), exhibit chairman, outlined sales of display space. Bill Beatty, co-chairman of Program Committee (with

Bill Sherman of Life) presented a nearly complete program for the Convention. (Holy smokes! This early?)

One particular spot on the program . . . this reporter will be anxious to hear. Can't reveal yet until details confirmed. But it will be something sensational new.

Chairmen of other committees showed by their reports that Detroit plans are further ahead than for any previous Direct Mail Convention. Bill Ewald (Campbell-Ewald), Steering; Lee Johnston (Sampson & Johnston), Entertainment; Glenn Kyker (Detroit Edison), Reception; Maurice Mortiere (U. S. Radiator), Speakers Service; James Kaufman (Ross Roy), Public Relations; Bill Richardson (Burroughs Adding Machine), Attendance Promotion; George Wolfenden (Burroughs Adding Machine), Local Registrations.

What a line-up! Nothing short of a catastrophe can prevent Detroit Convention (September 30, 31 and October 1) from being a howling success.

(Warning: Hotel accommodations

## IDENTIFYING COVER PERSONALITIES

(reading left to right)

1: Bill Ewald, Campbell-Ewald Co.; Bill Beatty, R. L. Polk Co.; and Howard Mark, Simpson's Dept. Store, Toronto, take a breather before lunch.

2: Some of the committee workers for the Detroit Convention—Bob Silbar (R. L. Polk Co.), Program Committee; William C. Sprout (Burroughs Adding Machine Co.), Steering Committee; George Wolfenden (Burroughs Adding Machine Co.), Chairman, Local Registration Committee; Bill Beatty, Chairman, Program Committee; Glenn Kyker (Detroit Edison Co.), Chairman, Reception Committee; Bill Ewald, General Chairman, Steering Committee; May Vander Pyl (Advertising Letter Service), Co-Chairman, Steering Committee; Bill Richardson (Burroughs Adding Machine Co.), Chairman, Attendance Promotion Committee; James Kaufman (Ross Roy, Inc.), Chairman, Public Relations Committee; and Daniel Boone Jacobs (Seaman-Patrick Paper Co.), Chairman, Exhibits Committee.

3: Two real old-timers in MASA and DMAA circles Ed Husen and Huntley Geddes (R. L. Polk Co.), both of Detroit.

4: Kibitzers at the board meeting: Harry Porter (Harris-Seybold Co.), Kitty and Henry Hoke (The Reporter), and "Map" Hazard (Campbell-Ewald Co.).

5: Open-to-members board meeting . . . around the table left-to-right are Thesis, Curtis, Downs, Buhrow, Henderson (being introduced to the Detroit Committee), Suhler, Chair, Vander Pyl, Yeck, and Lord.

6: John Plank (Howard Swink Co.), Bill Sherman (Life), and Art Thesis (Minn. Mutual Life Ins. Co.) talk things over with Bill Ewald.

7: New Assistant Managing Director of DMAA Jack Lord, DMAA Veep Larry Chait, and Exhibit Chairman Daniel Boone Jacobs.

8: Two new DMAA Directors Art Thesis and Bill Beatty.

9: Bill Henderson goes over a few points with Cy Means (Graphic Arts Association of Detroit).

10: Board and member luncheon . . . Harold Hasting, Secretary of Detroit Ad Craft Club, gets briefed on committee plans by Larry Chait, Bill Sherman, and Herb Buhrow.



Big Doings In Detroit . . .

**Turn "Cold"  
Prospects  
into "Sold"  
Customers**

call

# SLOVES

for  
FREE  
IDEAS

portfolios  
sales kits  
easel binders  
merchandise-  
presentations

Algonquin 5-2552

Fastest Service  
In Town

**SLOVES**  
MECHANICAL BINDING  
CO., INC.

601 West 26th St. N.Y. 1

**SAVE POSTAGE!  
USE Huxley Grey  
DOUBLE MAILER**

NEW... DOUBLE MAILERS in gray kraft,  
in giant sizes too! Mail catalogs, book-  
lets, photos, etc., of any size together  
with letter, at reduced rates. Large  
envelope goes 3rd or 4th class.  
Letter 1st class... they arrive  
together for maximum  
sales impact.

**20 SIZES**  
INCLUDING GIANTS



Prices and samples  
promptly on request.

**HUXLEY**  
ENVELOPE & PAPER CORP.

295 Lafayette St., N.Y.C. - WO 2-2509

are limited. Better get your reservations in early. Write Statler Hotel direct . . . attention of William H. Edwards, sales manager.)

During the afternoon, John Plank of Howard Swink agency, Marion, Ohio, new chairman of Annual Awards Committee, outlined his plans for improving the Best of Industry Contest. New rules, new classifications setup. When crystallized and announced (about June), those plans should eliminate some of the criticisms of the past.

There were long and thorough discussions of different projects, such as research, postal and legislative, direct mail volume estimates, circles of information, public relations, improvement of library. Many times, members of the Board called on individuals in the audience for suggestions or opinions on specific problems.

It was a busy day. A stimulating day. With everything above board, as it should be.

Les Suhler announced at closing that the experiment of an open Board meeting had been so successful, the same procedure would be continued indefinitely. Next full dress meeting of Board will be held on day prior to opening of Advertising Federation Convention in Cleveland, (June 14-17). All interested members will be invited to attend.

Following formal adjournment . . . discussions in rooms or around the dinner tables lasted far into the night.

Next day (February 13th) was Detroit's fifth annual "Direct Mail Day" . . . with Huntley Geddes of R. L. Polk & Company acting as General Chairman. All Board members and visitors stayed over for the impressive occasion.

About 350 men and women registered for the day-long sessions. Speakers in the morning: John Yeck, Dayton, President of Mail Advertising Service Association and Larry Chait of Time & Life (see page 18 for his much talked about talk).

Adcraft Club luncheon at noon with Lester Suhler, DMAA President, as featured speaker. Wonderful job. Afternoon session started off with talk by Howard Mark of Simpson's, Toronto (see February Reporter for similar text). Balance of day devoted to nine separate Circles of Information under chairmanship of Bob VanderPyl. Interesting as usual.

This reporter heard some marvelous direct mail stories in the private room discussions. Many of them will come to light at the fall convention.

The inside story of the Ford research and the resulting doubling of

direct mail budget will be something for the records.

But we found one of the most unusual case histories while having dinner at the London Chop House, famous for its fine food. We were tipped off that owner Al Woolf knows direct mail as well as he knows the restaurant business. So we met Al, and he took us behind the scenes. Astounding set-up. The hat-check and cigarette girls are part of a continuing public relations program.

In a neatly designed production room there are rows of files containing specially designed 8½x11 index cards. One set contains names of approximately 4,000 charge account customers . . . the V.I.P.'s of Detroit and surrounding area. On each card is a complete family history—birthdays, anniversaries of each member of family. A dated cross index allows girls to mail or phone reminders well in advance of special events.

In addition, there are from 25 to 30 thousand other names on index cards . . . all V.I.P.'s but scattered around the country. These folks receive Al Woolf's chatty, four-page monthly house magazine, "Shop Talk". It's easy reading for gourmets.

But here is the pay-off. All promotion pieces urge the V.I.P.'s to make phone reservations. That's when the wheels start turning. A young lady immediately sets the guest's name from a special font of type. She starts processing match boxes, table-tents, cards, etc., on a Kingsley Gold Stamping machine. By the time the party arrives, the table has been arranged with flowers and trimming.

In the center a tent-card—"This table reserved especially for Henry Hoke." The host is presented privately with a clever individualized card—"Thank you for your telephone reservation. We appreciate it." Inserted in a die-cut slot is a coin to pay for the call.

At each place at the table, there's a match box with host's name stamped on cover. Name of restaurant on back. Scattered around table are numerous motto cards (as conversation starters). All this attention certainly makes a hit with the guests of the V.I.P. And it's all so simple when you see how it is done behind the scenes. Runs like clockwork.

When you visit Detroit for the DMAA convention be sure to have one meal at the London Chop House. The food alone is worth the visit . . . but you'll be seeing the results of a most intelligent direct mail operation by a real showman.

That's all for now about Detroit.

**COPY**

Subject:

Prepared by \_\_\_\_\_  
Submitted to \_\_\_\_\_  
Date \_\_\_\_\_

DUAL-RITE -- the most versatile electric typewriter of all times!

Remington Rand

Advertising Department

New York City

FOR REPRODUCTION - Dual-Rite enables you to "set your own type" for catalogs, price lists and direct mail. Flick the switch -- get this Bold, double-weight printwork for "punch" headlines, captions, prices, etc. Flick again -- return to this Regular typescript, ideal for body copy and text.

FOR REGULAR TYPING - Dual-Rite gives you distinctively uniform correspondence and copy, crisp, legible carbon, increased production, and a healthy boost in employee morale.

Best of all, any typist can operate Dual-Rite. There's no special skill, no high salary involved. Cost? A few pennies more a day than an ordinary manual typewriter.



# NEW DUAL-RITE ELECTRI-COMONY

*types Regular or Bold at the flick of a switch!*

For free demonstration or literature write **Remington Rand**, Room 2686, 315 Fourth Ave., New York 10

# PICKING PEOPLE FOR PROFIT VIA DIRECT MAIL

By Lawrence G. Chait

Direct mail advertising and selling has as its simple purpose the bringing together of a *good product* and the *right prospect*.

Your overall success or failure with direct mail will be determined by your ability in the first instance to produce a product which fills a definite need, or which satisfies definite desires on the part of a substantial number of people. It must be a good product in the sense that there is substantial consumer satisfaction with its performance.

Beyond this prime factor of your product itself, the second element in your success is the matter of proper selection of your prospect market.

In direct mail the selling process is reduced to the common denominator of each individual in your prospect audience. Direct mail's prime virtue as a way of selling or advertising, is its ability to carry your message to a *market selected on a name-by-name basis*.

All forms of advertising and selling met with such outstanding success in the product-hungry postwar period that many people came to assume that direct mail could be employed as a non-selective mass advertising medium.

That, to me, is a distortion of the direct mail function.

Direct mail advertising was never designed to provide an institutional backdrop for mass consumer product promotional efforts. As a medium it should not be employed to blanket the population of the Nation. Other media, such as magazine advertising, can do this type of advertising and selling job better and more economically.

Direct mail is a form of advertising and selling which does its best between you and me, between buyer and seller, between product and user.

Most of the literature covering di-

rect mail concerns itself with what I regard as the relatively minor aspects of this business. There are all sorts of works on the subject of copy, art, design, production, gadgets, personalization—all of the things which simply provide the decorative effects for our selling process. They are important decorative effects admittedly—but they can seldom determine the overall success or failure of a direct mail operation.

To restate my proposition another way:

You can frequently sell a good product to the right list and make a profit in the process regardless of poor copy, bad production, art and design. But you can never sell the very best product, no matter how good the copy, production, art and design, to a non-receptive audience.

If the thesis I have been spinning is at all valid then your prime problem in successful direct mail advertising and selling is the problem of your mailing list. Granted that your product is good, then you must concern yourself most heavily with the people to whom it may be sold. You should learn all you can about these

people. The more you know about them as individuals and as groups, the greater will be the measure of your success with direct mail.

Possibly I can spell this out best by taking you behind the scenes for a moment into our vast experimental mail selling laboratory at Time Inc.

## Mail Selling At Time

Some five-and-a-half million people currently subscribe to the five Time Inc. publications—Time, Life, Fortune, Architectural Forum and House and Home.

During the thirty years in which our corporation has been in existence, it has been heavily dedicated to subscription sales by mail.

We believe that mail-sold subscriptions do three things for our organization:

Firstly, selling by mail enables us to select a reader audience having the *attributes necessary for consistent enjoyment of our editorial product*.

Secondly, mail-selling of subscriptions guarantees the pre-selection of a reader-audience which has the nec-

**Lawrence G. Chait . .**

**Reporter's Note:** This seems to be another important contribution to direct mail thinking. Larry Chait is Director of List Research for Time, Inc. (Also the hard working Vice-President of DMAA.) This talk was delivered on Friday, February 13th during the Detroit Adcraft Club's "Direct Mail Day" program. It is well worth serious study.



essary buying power to insure the success of our advertisers.

Thirdly, direct mail subscriptions are the most desirable kind for the advertiser and for Time Inc., because they represent the most voluntary purchase of the publication.

I think the record of our company validates these three principles. For a long time, however, the sheer mechanics—the trade practices and customs which characterize direct mail in general and list building in particular—prevented the maximum development of our broad corporate policies along these lines.

In recent years we have begun to bring about great changes in these trade practices as they affect Time Inc. We are now determined to qualify-in-advance each and every person who becomes a subscriber to our publications.

Our research probes in depth into all of the characteristics of individual subscriber-prospects. We are no longer satisfied to know that a man on a mailing list is simply a lawyer, or a doctor, or a buyer of luxury foods, or a college graduate.

All of our current efforts are in the direction of delineating the *complete man*. We are now concerned for example that our subscriber-prospects fall within the age group generally characterized as "the age of accumulation," i.e., somewhere between twenty-five and forty-five. These are the people who are busy getting married, buying homes, cars, refrigerators, washing machines—doing all of those things which make them not only an alert audience in an editorial sense but a most responsive audience in an advertising sense.

In the same way we have recently completed a project in which we mapped the quality of neighborhoods in every urban area throughout the United States. As we overcome the difficult problem of relating mapping information to mailing lists, we shall be sending all of our subscriber-prospect mail into the better residential areas of all urban communities in the Nation. By the same token, we shall eliminate from our mail the low income residences.

With the rising standard of education in the Nation, we are tremendously concerned with the educational qualifications of our subscriber-prospects. Some three quarters of the subscription copies of Time magazine now go into households where there is some degree of college education.

Obviously we devote great attention to job titles and to the functions

## Sell Your Product Thru DIRECT SELLING MAIL ORDER ADVERTISING

We Show You How  
Publishers' rates all publications

## MARTIN ADVERTISING AGENCY

Direct Selling Mail Order Ad Specialists—2<sup>nd</sup> year  
15 East 40th St., Dept. 15, N. Y. LE 2-4751

## DIRECT MAIL

For some fine examples of a complete art service that can help you cut creative costs, write or call...  
CULLEN RAPP STUDIOS 150 W. 34th N.Y.C.

LO 4-3495

## MAKE 'EM LAUGH!

Friendly prospects buy quicker. Make yours laugh with the "Let's Have Better Mottoes" monthly mailings. Unusual — effective — economical — exclusive. Write for details on your business letterhead.

FREDERICK E. GYMER  
2125 E. 9th St. Cleveland 15, Ohio

## Get more mileage for your client's Direct Mail Dollars —

You can cut production costs—and cut production time in your shop... giving your client more mileage for his advertising dollar... by using hard-working, lower-cost self-mailers... automatically sealed.

Only Seal-O-Matic—the completely automatic sealing machine—can give you this dependable, accurate economy. The Seal-O-Matic slashes your costs to less than 25% of hand sealing—and one operator will do the job of 15 hand-sealers. By using self mailers, you save the cost of envelopes—reduce the postage—and cut handling time and costs.

The Seal-O-Matic cuts, moistens and applies the seals automatically all in one operation—even tips in your enclosures. Handles booklets up to  $\frac{1}{4}$ -inch thick—1-to-5 folds—2 inches by 4 inches up to  $9\frac{1}{2}$  inches by 13 inches—seals flat, or over the edge.

### Seal-O-Matic Machine Mfg. Co., Inc.

#### Automatic Sealing Service, Inc.

115 Christopher St., New York 14, N. Y.

Exclusive users and operators of the Seal-O-Matic Sealing Machine in the Metropolitan New York area.

Write for our free bulletin today.

#### Seal-O-Matic Machine Mfg. Co., Inc.

401-E Chestnut St. S. Hackensack, N. J.

Please send your free bulletin on Automatic Sealing of self mailers to speed up production—and cut down costs.

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_

State \_\_\_\_\_



**Here's what  
users report about  
Bunn Package  
Tying Machines**



**"4 times faster . . .** than the machine methods we had been using. With Bunn equipment, our operators now average 25 to 35 packages tied per minute — that's 50 to 70 double-wraps and ties with about 50 pieces of mail per package. With this kind of production, it's no wonder that, since 1945, we've ordered only Bunn machines for our package tying."

**John P. Stanaitis,**  
Secretary-Treasurer,  
International Mailers, Inc.  
(Chicago, Ill. mailing firm)

**How about you?**

If the human hand has any part in your package tying operation there's a good chance than Bunn machines can make improvements like those here described. To find out, accept our offer of a machine on trial.

**Send for FREE Bulletin 100.**

Sure to give you money-saving ideas for it lists over 50 types of packages of varying sizes and shapes to which Bunn machines adjust automatically. Write address below.



1907 — in our 46th year — 1953

# BUNN

*the original package tying machine*

B. H. BUNN COMPANY, DEPT. T-3  
7606 VINCENNES AVE., CHICAGO 20, ILLINOIS

performed by our prospective subscribers within their professions or companies.

Other factors such as home and automobile ownership and whether or not a family has a telephone enter into our careful estimates of the market qualifications of our prospective audience.

One interesting area that we are now, with some difficulty, probing is the matter of family-readership habits. This is, of course, of tremendous importance in the case of editorial products such as ours—but we begin to find that such things as the size of the family library provide us with a valuable index into the general cultural and socio-economic level of the family unit.

In the rural and farm areas of the Nation we have undertaken considerable research into the income levels of the individual families and into the relative levels of prosperity of the various farm-crop groupings.

More important than any of these individual characteristics — important as each of them individually may be — we are now well into the complex process of correlating these factors as they apply to individuals and groups and thus characterizing every subscriber-prospect as a *complete entity* having a wide range of the desired traits both as readers and as an advertiser market.

Within our own shop, we have labeled the complete and ideal prospect as our "Man in Motion." As a complete person our Man or Woman in Motion is the most alert, vigorous, forward looking, heavily purchasing part of our Nation's total population. It is difficult to isolate this prime market—but at the same time we are here presented with a fascinating marketing challenge with a nice big pot of gold for all concerned at the end of the rainbow.

During 1952 advertisers and advertising agencies invested in excess of 143 millions of dollars in the advertising pages of Time Inc. publications. This huge investment will continue to return substantial profits to our advertisers to the degree that subscribers to our publications are indeed the kind of Men in Motion we have been talking about.

**Prospect List Principles**

At Time Inc. we have synthesized our general approach to mailing list markets in what I call "the rule of the five C's"—and it may well be that you can apply these same five check points in your own operations:

**1.—Currency of Information:** There is no point in tossing a lot of figures at you as to the colossal extent of movement within the United States in the last few years. Suffice to say that our people must indeed be the most volatile on the face of the earth. Over the years they have acquired the habit of moving from one house or apartment to another with great frequency. They change jobs surprisingly often. They travel for months on end. Our people do all of those things in the vast complex of life which make it most difficult to pin them down to a specific address at a given point in time. Thus it is vital to the success of your direct mail efforts that any mailing list you employ contains the most current possible information.

One year after completion, many mailing lists today are at least 30 to 40 percent out-dated. The Post Office Department, as you know, has discontinued directory service. Your mail, if it is to be received by your entire audience, must be correctly addressed to your entire audience. Check your mailing list sources with extreme care as to their list-cleaning practices. Make sure that, to the maximum degree possible, the names you buy in 1953 were compiled during 1953—and as close as possible to your exact mailing date.

**2.—Close-to-Home Information:** The mailing list you employ should represent a prospect-market having an affinity for products similar to your own. By way of example, some of the best mailing lists we employ are lists of subscribers to publications owned by other publishers.

Don't be afraid to trade names with your competition — usually you will both profit in the process. Check the various product lines which are allied to your own. Find out what mailing lists are available in those allied product areas.

In general you will do best with mailing lists where the unit of sale, the kind of product and the kind of market represented by the list are as similar as possible to your mental visualization of your own ideal prospect-market.

**3.—Correctness:** Mass mailing is a very costly business—yet, at the technical level, mailers all too frequently are penny-wise.

You are at the mercy of the piece-work typist who puts addresses onto your envelopes. If her work is sloppy, if she types addresses incorrectly, then no matter how well-designed your mailing may be, your letters can't possibly bring home the bacon. It is vital

## TYPE PERFECT COPY

Type the good, clean, uniform copy you need for clear, crisp offset reproduction -- with an IBM Executive\* Electric Typewriter.

There are ten distinctive type faces to choose from, any one of which will notably enhance the beauty and legibility of your offset printing. On the next job, for yourself or for a customer, let us show the electrifying difference the IBM Executive can make.

**IBM**  
**EXECUTIVE**

*Electric Typewriters*



INTERNATIONAL BUSINESS MACHINES

IBM, Dept. DR  
590 Madison Ave., New York 22, N. Y.

- Please send your booklet, "Typographic Planning for Typewriter Composition".  
 I would like to see the IBM Electric Typewriter.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

## "NEW" FELINS TYING MACHINE



**Felins All-Purpose Pak Tyer** tying machine will handle the tying problems in your office, factory, and mailroom faster and more efficiently than you believe possible. Easy to operate. Ties any size or shape package, bundle, box, heavy or light, up to 6' high. Will use heavy or light twines and tapes.

Let Felins solve your tying problems.  
Two Models — Movable Stand (illustrated), Table Model.

Send for prices and circulars

**FELINS TYING MACHINE CO.**

3351 N. 35th St.  
Milwaukee 16, Wis.

Does your  
**Letterhead Sell?**  
LET US SEND YOU SAMPLES FROM OUR LIBRARY OF FAMOUS LETTERHEADS to Compare!

Often the only representative of your business or service is your salesman—or your letter. You are judged by them. Wouldn't you like to see how your letterhead compares? Send us today our new Portfolio containing samples from our "Library of Famous Letterheads".

There is no charge for this portfolio, and we shall be pleased to send you a copy to get acquainted with you—and to have you see for yourself what Persseis is doing for letterhead buyers from all over the country. The samples will give you an idea of what we might do for you. You may feel it is easier to buy locally. We know that to get your business we will have to save you money. We can offer you a better service and a better service for the portfolio now. When you get it, you'll be able to decide if your present design needs a complete overhauling, minor changes or perhaps some entirely new design. The Portfolio is yours to compare by writing on your regular business letterhead.

**PEERLESS LITHOGRAPHING COMPANY**  
4301 DIVERSEY AVE., CHICAGO 39, ILLINOIS



### He Read A Sales Letter written by Shurtleff

Write for information about a "most unusual letter writing service." Shurtleff letters are 100% guaranteed to do the job.

**FLAVEL H. SHURTELL**  
1119 Wilson Avenue, Park Ridge, Illinois

for  
Mailing Lists  
of  
Proven Quality  
Industrial List Bureau  
43 Astor Pl., N. Y. 3, N. Y.

that every mailer set up a series of checks and controls on the accuracy—in a mechanical sense—of the list work performed.

The preparation and reproduction of mailing lists is such a tedious process that the margin-of-human-error ratio skyrockets. It is far better to spend a little more money on frequent rest periods, coffee breaks, etc., for a labor force involved in this kind of tedious effort than it is to waste very expensive direct mail due to faulty mechanical preparation.

4.—"Commercial" Information: One of the big problems you face in the purchase or preparation of any mailing list is the economic factor; i.e. are the people involved able to buy and willing to buy? Names on your mailing list, should, in one form or another, give indication that they are *buyers and repeat buyers* of products in the general price range represented by your own commodity.

The mere factor of income level is generally not sufficient. A retired executive of 75 sitting on a lifetime of accumulated wealth and income may well be the worst possible prospect for a new automobile, or a new refrigerator, or a new life insurance policy. Yet, time-and-again, we find mail-order people searching feverishly for lists built solely on the basis of wealth or income factor.

The point is, your prospect-market must be just as anxious to purchase as it is able to purchase.

5.—Complete Information: The more you know about each and every name on your prospect-list, the better off you will be.

Don't be satisfied with a "thin-man" description of your prospect. Try to estimate the whole individual as a potential buyer of your product. Here, you are in the very fascinating but very difficult area of, "What makes people buy?" and more importantly, "What makes people buy my product?"

What I am trying to say is that mailers should get away from the age-old concept that they are "buying a mailing list" when what they really want to buy, and think they are buying, is "people who purchase."

### Conclusion

It seems to me that the really significant question in any direct mail program is the cost per order or cost per favorable impression produced.

To put it another way, your real concern should be with "how much" rather than "how many," i.e., don't worry about the number of names on

your mailing list, worry about the quality of the names in your file. The question of "quality-of-customer" in direct mail is of moment far beyond the usual implications of the phrase. For reasons not yet properly researched, mail advertising and selling tends, to a remarkable degree, to build a repetitive buying market. That is fact—not theory—as Sears Roebuck and other mail order houses so spectacularly bear witness.

Thus you should think of your prospect list problem as a *customer-quality-control* problem... which is precisely what we are now trying to do at Time.

When we pick the right subscribers at the outset—then we have assurance that our own company and our advertisers will profit far into the future. This approach to direct mail places it within the framework of your long-range merchandizing program. It integrates direct mail with your complete marketing program.

The delineation of your prospect-market on a name-by-name basis can provide you with a tremendous sales lever—but I don't want to imply that this is an easy or an inexpensive process. However, for those of you who are spending considerable sums of money already on direct mail, it seems to me that this is the only logical approach to the problem.

Direct mail can be a most valuable facet of your total advertising and sales program—but it won't do your complete advertising and selling job nor is it an advertising medium for amateurs. You can make money in the mails—but if you would do so, then you had better begin by *picking people for profit*.

## PHONY STATISTICS

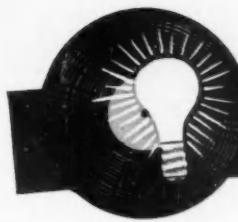
We cracked this before and we will crack it again. The George Washington Life Insurance Co., of Richmond, Virginia is using that old and discredited approach which reads in part:

"Of every 100 persons who get this invitation, we know (from earlier mailings) that:

- 70 will not read any of it.
- 22 will read part and throw away.
- 6 will put the card aside, expecting to mail it later.
- 2 will actually mail it back to us."

Those statistics are not true. They cannot be true. How can any copywriter determine in advance that 70% of the people receiving his letter will not read it; or that 22% will read only part and throw it away?

Let's be honest with our statistics.



**ideas from RCA VICTOR**

## for premiums and promotions

**Want to coax a car to give its own sales pitch?**

**Or sell cereal with a trip to Mars?**

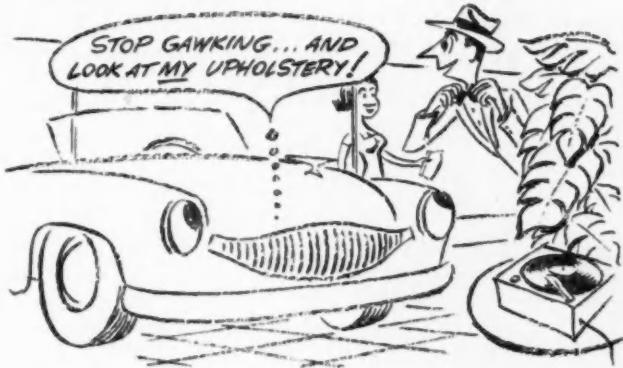
The "idea" file at RCA Victor Custom Record Sales is bulging with exciting new sales promotion uses for records.

Whether you are in the market for a fresh, new premium—or an extra kick in a promotion—a custom recording by RCA Victor with your special message can be a winner. Sound sells—and a long list of success proves it!

But that just starts the story. Engineering experience, facilities, service and price are all just as important as ideas. By all means, investigate any of these points. You'll find RCA Victor prepared to do a complete job of unmatched quality—at a price that's right.

RCA Victor is now producing, on a custom basis, everything from 6½" Spinners to 16" transcriptions—78's, 45's, LP's and EP's, too—for a blue chip list of merchandisers. Script-writing, recording, re-recording, processing, pressing, packaging and shipping services are all available.

But hear the story with your own ears. Send for free record that tells you of actual success stories about the use of records as premiums and promotions. Mail coupon today!



**A recorded trip to the moon, or a trip to the Wild West . . . or a song should help "move" kids' shoes, suits, cereals. Why not?**



**A smart travel bureau which offers a record of foreign phrases with a ticket to Europe might put competition out of business!**



**Custom Record  
Sales**



Radio Corporation of America RCA Victor Division

New York    Chicago    Hollywood

TMKS®

RCA Victor Custom Record Sales    Dept. T-30  
630 Fifth Avenue, New York 20, New York

Rush me by return mail your free record and descriptive "idea" folder on the effective use of records as:  premiums  promotions

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

# SELLING \$800 ITEMS BY MAIL

By Robert F. Delay

Can you sell \$800 equipment and open up an entirely new market mainly on the impetus of direct mail?

We found with most gratifying results that it can be accomplished even in a tough market. Certainly a \$3200 sale on one inquiry and 20% traceable sales on a host of others imparts considerable faith in this bread and butter medium.

Our problems were multiple; we needed a new market for portable space heaters because, except for replacement business, the construction industry was being saturated; our direct sales force in our portable heater division was depleted; we had to vie for sales time of our distributors who each handled between 50 and 100 items in the construction equipment field.

Some investigation by the sales department led us to believe that selling portable heaters for spot and space heating to industrial concerns might solve their temporary heating problems and our need for a new market.

## Test Mailing

It was decided to do some test mailings in certain areas in order to develop a plan and also to determine potential. Two self mailers were designed using a perforated business reply card listing the advantages of these "heat on wheels" units for industry. Mailings were made in Wisconsin, Illinois and three other states using a well-established, personalized list of manufacturers through the McGraw-Hill Direct Mail Division.

Only three mailings were made but the results amazed us. Two inquiries from shipbuilding firms in Wisconsin were sent to our distributor who turned them into \$4800 in sales. Repairing and building ships during the cold winter months can be the coldest work in the world. They needed to provide warmth for their work-

men, dry mortar in the boiler rooms before it froze, and keep insulation from being chilled so that it wouldn't crack. They had many other uses for heaters we hadn't dreamed of.

We got telephone calls and telegrams for three weeks—but mostly we got business reply cards in volume and our distributors turned them into sales. Not only did we find a ready market in factories, warehouses, loading docks and temporary buildings but we got an interest and enthusiasm from our distributors that had previously been reserved for their equipment that sold for \$10,000 a unit.

The Wisconsin mailings alone brought 17% returns and 20% of these were turned into sales. Illinois was not far behind and even areas where manufacturing and industry were sparse brought business our distributors hadn't thought existed.

Sure, we alerted our distributors to the mailings we were making. We printed special "urgent" stickers and attached them to the follow-up letters that went to distributors. We followed with a special form listing the name of the inquisitor and asked the distributor for a report on the

action taken. When the distributor returned the form listing a sale we followed that with a letter and form to the user asking if the equipment was working satisfactorily and if we could take pictures of the installations.

Believe it or not only one purchaser refused to let us take pictures and he bought a second unit four weeks later!

## A Case History Compiled

Remember, we were after a new market so we couldn't sit back and merely enjoy a nice direct mail case history. We sent photographers literally "running" to these satisfied customers and they brought back pictures and stories sufficient to produce a 20-page case history booklet illustrating 25 different uses for the units. This booklet plus our direct mail plan, established in the test, is now being used successfully on a country-wide basis.

In our test campaign we imprinted all of our returns for the Herman Nelson Division office in Moline, Illinois. However, in adapting our plan on a nation-wide basis all of the re-



**Reporter's Note:** Here's another intriguing case history for the records. When we met Bob Delay in New York last October we asked him to tell his story in his own words and he has done a good job. Bob is now advertising manager of the American Air Filter Co., Inc., Louisville, Kentucky. A journalism graduate of South Dakota State College, he spent five years with the U.S. Army. Separated in 1946 as a Major. Was advertising manager of Victor Animatograph Corp., Davenport, Iowa, for three years and then served with Air Filter's Herman Nelson Division, Moline, Illinois as advertising manager for three years. He is a firm believer in the use of Direct Mail and plans and supervises his own campaigns. His company's six sales divisions (Air Filter, Dust Control, Engine and Compressor, Unit Ventilator, Heating and Ventilating, and Portable Heater) annually budget and use direct mail as a vital part of the overall advertising program.

turns are imprinted to distributors. This doesn't give us the complete check we would like to maintain but it improves our return since the mailing address is usually within shouting distance of our inquisitor. The "prospect" gets quicker attention and our distributors are more convinced than ever of the quality of the inquiry.

#### Quality

Quality of inquiries was, of course, a big factor in the success story. A good mailing list, well-timed mailings and self-mailers listing specific user benefits brought this quality of returns.

How has this direct mail approach helped our market? We expect that the industrial market will account for 40% of this year's sales. All of our advertising has been geared to strengthening this foothold that was obtained so economically. All ads have been couponed and our direct mail and advertising has brought three times as many returns as the previous year despite a relatively mild season that definitely hurts the portable heater business.

Complete packets of direct mail materials were forwarded early this season to 850 distributor salesmen. They included two installation catalogs, catalog sheets on each model of portable heater, two self-mailers, three envelope stuffers, newspaper mat request sheets, a complete set of national ads, and a folder illustrating eight distributor advertisements available for local and regional advertising.

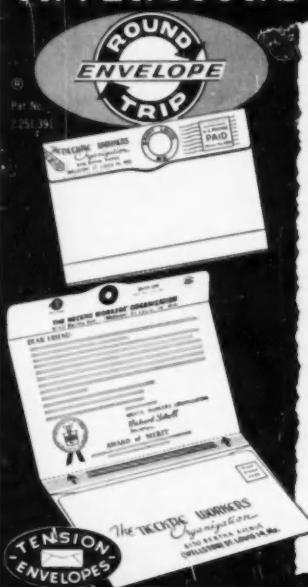
More than 400,000 pieces of direct mail were imprinted for distributors upon their request. Distributor regional advertising increased 200% over the previous season. This, remember, from a distributor organization that was being besieged by at least 50 other manufacturers for promotion and sales time.

#### The Results

Goodwill in the distributor organization was increased to a point that figures cannot measure. Many of them, as a result of our industrial mailing campaign found doors opened for many of their other products—doors of industrial concerns where their salesmen had never called.

Although the nature of our products (heating and ventilating equipment, dust control systems and air filters) places some limitations on direct mail use, we feel that our advertising dollars spent in direct mail are the most effective of all mediums

## TENSION INVENTIONS



ENVELOPES To Save You Labor, Speed Service, Help Prevent Mistakes!

### Saves Money... GOING and COMING!



The Same Envelope That Takes Your Message Out Brings Your Answer Back

This new Patented Tension Envelope combines outgoing envelope, letter or statement and return envelope in one piece that can be mailed first class—or third class.

It's simple to use—easy to understand. The person who receives it merely tears the flap off, and the return envelope is ready to bring his reply or order back.

This new "Round-Trip" envelope brings back the outgoing address complete . . . just the way you typed or printed it: Key number and all! There's no handwriting to decipher, no chance for unkeyed replies. You'll want to see a sample of this unusual envelope, so write for yours today!

### TENSION ENVELOPE CORPORATION

New York 36, N.Y. St. Louis 10, Mo. Minneapolis 1, Minn. Des Moines 14, Iowa Kansas City 8, Mo.  
522 Fifth Avenue 5001 Southwest Ave 124 North 2nd St. 1917 Grand Avenue 19th & Campbell Sts.

## better production brings better results

There's a best way to produce direct mail . . .

MASA members study the best, most effective, ways of production; support research and fact finding; share knowledge of improved methods. Their object is better results for you. When you try to "save" money with "cheap" production you tamper with results.

To check the effectiveness of your production source . . . Always say, "Are you MASA?" YOUR BEST SOURCE FOR: Creative direct mail campaigns, multigraphing, mimeographing, offset and letterpress printing, bindery, mailing service, mailing lists, etc. Information about postal regulations and better direct mail results.

For names of MASA members nearest you, write:

### Mail Advertising Service Association

18652 Fairfield Avenue  
Detroit 21, Michigan

M A S A



## FEED 'EM and REAP!

This ad, one of a continuing series, demonstrates our firm confidence in the basic principle CONSISTENT PROMOTION IS TO SALES WHAT NOURISHMENT IS TO GROWTH!

Are you more believer than practitioner? Then perhaps you need the stimulant of our creative planning of your direct advertising. As a veteran practitioner, who knows but that our outside, professional counsel might provide fresh ideas and techniques to your profit.

In either case it's easy to appraise what we've done for businesses large and small. Just phone or write TODAY for FREE portfolio of samples. We'll feed 'em promptly — you reap without obligation.

### PHILIP J. WALLACH COMPANY

Direct Advertising • Sales Promotion

220 Fifth Ave., New York 1 • MU 9-6122

Member DMAA • Associated 3rd Class Mail Users

used when we consider traceable returns and traceable sales.

Direct mail is an important segment of the budgets of each of our six product sales divisions.

The case history cited above briefly describes the activities of direct mail to our Herman Nelson Portable Heater Sales Division only. One of our campaigns in the Unit Ventilator Sales Division has been running continuously for three years to superintendents and school board members throughout the country. A spot check

in this campaign recently uncovered a \$7000 sale where the "creation of desire" was directly attributed to our direct mail campaign.

A recent color postal card mailing showing a classroom with Herman Nelson Unit Ventilators installed brought many replies including one from an architect in Ohio who said "I want to use this system in the new school I'm designing." This sounded so genuine that we grabbed the phone the moment the inquiry hit our desk and called our sales representative in

the area. He obliged the next day by signing up our "prospect" for a \$2200 installation.

Don't tell me you can't sell expensive items by mail!

### GOLDEN AGE?

"A big movie executive once said 'Nobody ever went broke underestimating the intelligence of the American people.' And the fortune he acquired through this philosophy might impress many people. Not us! Time marches on and there is striking evidence that this homely cynicism has seen its day. There are just not as many dopes around as there used to be. Communication has been speeded up and the sources of learning multiplied. From all sides we get a picture of smarter, healthier people going about their affairs in a competent manner. In fact, F. B. Turck, in a recent *Scientific Monthly*, declared that the decade 1941-1951 may have started a Golden Age—a kind of cultural explosion."

It's a fact that more money was spent for "long hair" concerts than was spent for baseball... a rise of 88%! Book sales are up, spurred somewhat by 35¢ dime-store reprints of classic works (even though some are retitled to suit the tastes of men who lurk in subway exits). Gardening and creative hobbies are at a new high of popularity; magazine circulation is rising; travel's on the increase. Liquor consumption is down—due mostly to public tax protest. But for the first time in history more people own their homes than rent them. And real purchasing power is 53% greater than in 1940. Maybe we're wrong, but it doesn't seem likely to us that any fortunes will be made in 1953 by underestimating the American public."

**Reporter's Note:** Found the above bit of wisdom in the always interesting "The Hellbox" (January-February 1953 issue), h.m. of Williams and Marcus Co., 424 S. Tenth St., Philadelphia 47, Pa. Worth thinking about.

## NO SEALING PROBLEMS WITH THESE BOND ENVELOPES

Academy	Ezerase	Old Hampshire
Acceptance	Fineweave	Old Treaty
Advance	Forward	Parsons
Advocate	Greylock	Parsons' Scotch
Agawam	Guardian	Linen Ledger
Artesian	Hammermill	Permanized Parchment
Atlantic	Hammermill Cockleton	Permanized Opaque
Brightwater	Hamilton	Plover Bond
Brightwater Script	Hamilton Script	Plover Letter
Brown's Linen	Heritage	Quality
Brown's Fine	Highway	Ravelstone
Certificate	Holmesdale	Research
Chieftain	Keith	Shelburne
Clydesdale	Laconia	Strato Air Mail
Cockleton (Hammermill)	Lenox	Success
Cold Springs	L'Envoi	Surety
Congress	Linen Record	Surrogate
Contract	Lynfax Parchment	Titan
Coupon	Management (Hammermill)	Trojan
Defiance	Merit	Valley Forge
Delvelope	Millbrook	Valley French
Densor 25 Opaque	Millers Falls	Victoria
Densor 50 Opaque	Millers Falls	Volume
DeVinne Smooth	Opaque Parchment	Weston Bond
Diamond	Neenah	Weston's Opaque Script
Edgemont	Old Council Tree	Whippet (Hammermill)
Edgeworth	Old Deerfield	White Crest
Empire	Old English	Winchester
Esleek Air Mail	Old Hampden	

Now all your bond paper stationery—from 100% rag to sulphite—can have perfectly matching envelopes that seal perfectly every time... thanks to GRIP-QUIK, the special U.S.E. seal flap gum that really seals bond envelopes.

But you'll find GRIP-QUIK only on envelopes made by U.S.E. Look for this insert in every box of bond envelopes you buy.



UNITED STATES ENVELOPE COMPANY  
SPRINGFIELD 2, MASSACHUSETTS

14 Divisions from Coast to Coast



### HARRIE BELL TO BE RESUMED IN MAY

Due to the upcoming special "Showmanship" edition next month... we're sorry that space limitations have forced us to shelf "The Beginner's Section" for this and April's edition. Harrie Bell's informative "How to Get The Right Start In Direct Advertising" Series will be resumed in May. Watch for it.

# How Products That "Couldn't be Sold" Are Now Selling by the Thousands



## WHO IS SHRAGER?

John Shrager is a leader in mail order advertising. Under his direction we have hit on a formula that is bringing our clients success after success. Mr. Shrager has brought to our agency a collective amount of research and experience gathered together during the past 12 years, passing this on to our clients.

Under his leadership we have done this *Not* by pressure of selling our services to clients, but rather by writing ads so profitable that our clients willingly increase their advertising investments.

**Amazing Mail Order methods now being applied to General Advertising. Clients report "fantastic" results from little or no initial investment. How old-time, old-fashioned advertisers laughed at first ads prepared by Agency. Why they no longer laugh—and why many have now begun to imitate—**

ON JANUARY 1, 1949 a new type of advertising agency opened its doors. One year later, the agency was well on its way to the top position in its field.

By creating new methods of testing and a radically new specially formulated copy this agency has produced up to 300 times the results brought for its clients by their own efforts.

**SUCCESS 1.** A \$200,000 publishing business built entirely from a \$150 investment. Solely through the power of advertising—without salesmen, jobbers, retailers or any other form of distribution!

**SUCCESS 2.** A firm which previously had a \$3,500 yearly advertising expenditure. By our money-making formulas we have sky-rocketed their sales to as high as \$30,000 in a week, from an original investment with us of only \$150.

**SUCCESS 3.** We have sold entirely by advertising \$39,000 worth of merchandise from an original investment of only \$45!

**SUCCESS 4.** Three outstanding smash-hits for one firm! Plus five or six others almost as spectacular!

**SUCCESS 5.** An ad so powerful and appealing that even the client said, "It was the best ad he had ever seen, even if it never sold one item." And it has sold thousands!

**SUCCESS 6.** We have uncovered "sleepers" for another client—items never before sold profitably direct from an ad.

**SUCCESS 7.** By means of tiny ads, packed full of our amazing selling copy, we have sold over \$50,000 worth of such implements as turning tools and woodworking gadgets without salesmen, distributors or agents of any kind!

**SUCCESS 8.** We have moved 35,000 copies of a book formerly given away FREE as a premium with a subscription to a magazine.

**Note:** We could continue on with many more outstanding successes. What we have shown you is just a sample of the results of our amazing, sales-producing methods.

We would feel, as though we had achieved a greater success than was our just due, were it not for the fact that all of our campaigns resulted from low-cost test advertising—and the resultant "re-peats"—with little further work—were our rewards for work well done.

We make you the same FREE trial offer that has built our clients! Give us just one ad to do. Let us prepare it according to our successful formulas and place it in any test medium you choose—whether it be \$10 or \$10,000 per page.

**Let us prove without risk on your part that we can deliver the goods for you too.**

Let us show you how to put to work for you the 34 FREE services of this Agency which include the preparation of follow-up material, collection letters, direct mail services, advertising systems and many other forms of continual guidance.

Let us show you how to make the dealers come to you without charge!

Let us show you how to put the best advertising brains in the business to work for you!

Every member of our staff is indoctrinated with the formula of success! Every one of our ads is prepared with the maximum of effort. With these principles, with our specially prepared and tested formulas, with carefully compiled records of mail order success, we offer you the newest and best in Profit-Making Advertising!

Let us prove dollar by dollar that you, too, can make your advertising pay!

Let us, who have induced you to read this selling message in small type, do the same for you in your advertising.

Let us give you a lesson in advertising—hold us to a profit as you do your salesmen!

## Buy Nothing—Order Nothing

Make us prove that we can do as we say. Write, phone or call for the complete eye-opening, money-making story.

John Shrager, Inc., Advertising  
2 W. 46th St., New York 19, N. Y. JUDSON 6-4562

## WARNING:

No Advertiser too Small to Handle. But ONLY Advertisers Who Expect their ads to produce are Accepted!

## WHAT OUR CLIENTS SAY:

"By means of your "ganged-up" methods we have saved so much on production costs, that we have been enabled to increase our space budget. One of the additional tests run from this saving turned out to be a gold mine."

"We received a three-page article in a national magazine as a direct result of your campaign on our . . ."

"While we were reluctant at first to use your high-powered copy, it produced better than anything we tried previously."

"Our split test showed that your copy was eight times better than ours."

"Your classified campaign pulled better than our own large-scale efforts."

"Please cancel our ads at once. We are behind in filling orders."

"We can't figure out how you got us all that typesetting and all those photos and artwork at such a low cost."

"Your ads were so thorough, and told such a complete story that we simply offset them and used them for mailing pieces, saving us many dollars."

"Our advertising bills this year for engraving are 1/10 of last year's."

"Since our people took over, advertising has ceased to be an expense; it is now our life blood."

"We placed a quarter page ad to get rid of old stock and wound-up with a remake."

"Copy was so good I almost bought my own product."

"A fresh new slant on advertising . . ."

"Better results that we could have hoped for."

"Your full-page ad hit the jack-pot."

"Your ads keep paying out."

"We'll leave it up to you—go ahead, you have a free hand!"

"J. S. puts the most copy I've ever seen in the least amount of space possible."

"Kept me up all night filling orders on a 2" ad."

"I'm still amazed at how our production charges have dropped; we get better returns for our space dollar."

"We appreciate that you watch our money—and get the most results."

"\$45 orders from a one-minute TV spot."

## JOIN OUR HAPPY FAMILY TODAY!

### Mail This Now

JOHN SHRAGER, Inc., Advertising  
2 W. 46th St., New York 19, N. Y.

We want to join your "happy family" of successful advertising clients. We are not afraid of "ads" with punch. How do we get started?

NAME.....

COMPANY.....

ADDRESS.....

CITY..... STATE.....

## HOW A CARRIER DEALER BOOSTS SALES BY MAIL

It was nine o'clock one fine May morning in Detroit. Miss Annabelle Kelley sat down at her switchboard and swiftly changed the plugs from nighttime service to daytime operation. Then it began to happen with a vengeance.

The little green light over Trinity 3-0660 blinked the first incoming call of the day. It was a prospect and Bud James took care of him. Then another call came in—and another—and another. "What in the blankety-blank is going on here!" said Bud as Dalton Fox, Sales Promotion Manager, stuck his head in the door.

"Well you see—," began Fox as Bud went back on the phone again. "Well you see, Bud, we're running a test on one of our direct mail programs. I had the phone company put a special number on the board in order to—," Bud's phone interrupted them again.

"The special line was busy all day long," Miss Kelly recalls. "Every incoming call proved the pulling power of direct mail, too, because the only people who used the new number were those who had read Dalton Fox's sales letter. I hope we never run another test like that again. Take it from me—I don't think we need to!"

Miss Kelly was right. There was no need for any more testing of James & Roach direct mail campaigns. "Results can only be described as fabulous," Bud James reports. And the wily Fox, who has been masterminding J & R's postal promotions for years, modestly admits that response to his efforts last season topped all others by a mile.

His 1952 direct mail campaign coped the coveted "Best of Industry" award of the Direct Mail Advertising Association. And he did it with a program that cost exactly \$7,801.02—while other "Best of Industry" win-

ners spent up to a million dollars each to win their Oscars: people like Esso Standard, Goodyear, General Electric, Lincoln-Mercury, National Broadcasting Company and Remington Rand.

James & Roach's 1952 campaign consisted of thirty-two separate promotions, of which twenty-one were direct to the ultimate consumer. Six of them promoted Carrier Room Air Conditioners—one to doctors, two to home owners, and three to business executives. Four 50K promotions went to stores and offices. Two mailings were sent to top industrial management and four to architects, builders and contractors. Nine mailings promoted cooling towers, service contracts, and the heating side of the James & Roach business.

The other eleven promotions were directed to their Associate Dealers. Two dealt with room units and Humidrys, one with Ice Makers. One mailing called attention to the Spring Dealer Sales Meetings, and included a facsimile of *Inside Carrier's* advance announcement in the February issue. Several had to do with filters, furnaces and miscellaneous equipment, while

others tied in with Carrier national advertising.

How do you put together a direct mail program that makes your boss beam and makes big-time advertising men sit up and take notice? All it takes is a plan, says Dalton Fox, and the help of good sales promotion material such as Carrier puts out. And Fox ought to know for he spends most of his time at the job.

If you are interested in building your business by means of the mail (and who isn't!) here are fourteen tested hints—straight from the desk of the man who won the championship in the air conditioning, heating and ventilation industry.

Read 'em and reap:

1.—*Know your objective.* "Our main aim is to develop live prospects, not necessarily to make immediate sales. Consequently, you'll notice that there's no high-pressure 'clip the coupon now!'"

2. *Don't skimp on mailing lists.* "First-rate lists are worth premium prices. Inferior lists cost you more in



Dalton P. Fox . . .

**Reporter's Note:** May VanderPyl of Detroit, on a recent visit to Manhattan, told us about the wonderful direct mail work being done by James and Roach, Inc., Carrier's dealer at 282 East Milwaukee, Detroit 2, Michigan. We wrote to Ad Manager Dalton P. Fox and asked for more details. His story had already been told in the December 1952 issue of "*Inside Carrier*" h.m. of Carrier Corporation, Syracuse, New York . . . so we are reprinting. Incidentally, "*Inside Carrier*" is a most unique h.m. It has an unusual format . . . 5" x 13½", 24 pages. Each page has single columns of type, 3 5/8" wide, with many interesting stories throughout each issue. Worth inspecting. Now in its fourth year.

wastage than they save you in original cost. Constantly maintain quality by adding good names and eliminating dead wood."

**3. Stress quality throughout.** "Quality is a magic word in direct mail. Quality lists, quality paper, quality printing, quality layout and copy—you need them all."

**4. Low price and high quality sometimes go together.** "Look at this envelope. Feel it. It's not made of expensive paper stock, but it stands up better in the mails and looks better on arrival than many more expensive envelopes."

**5. Use third class mail.** "It's cheaper and just as effective as first class mail. No one knows when you use a postage meter anyhow."

**6. Don't bother with fill-in salutations.** "As a general rule, we find that a good headline is just as effective. A filled in salutation seldom matches body copy well enough to escape notice. Unless it is extremely well done, you don't kid anyone."

**7. Make your mailings attractive.** "Neatness and good taste are taken for granted. Take pains to see that all components of a mailing are attractive, too. Reply cards are particularly important."

**8. Use color.** "Color adds a lot to appearance, not much to expense. Use color with discretion, but use it liberally."

**9. Strive for variety.** "All your mailings should have a certain family resemblance, so that each one adds to the cumulative impact. On the other hand, follow-up mailings won't get readership if they look too much like the original. We get variety by tinted letterheads, colored inks, and different sizes and shapes. Still, they are homogeneous."

**10. Watch your timing.** "Avoid the first days of the month, when floods of bills are in the mail. Stay away from weekends. We try to hit people with our first Room Air Conditioner promotion just as the hot season begins. But on 50K mailings, for example, we find that we do as well or better in January and February. In cases where off-season mailings are just as effective, they help to equalize the pressure of work throughout the year."

**11. Don't try to do it all yourself.** "I take care of strategy, copy and

## HOUSE ORGAN IN TUNE?

Recent DMAA award winner is now available in certain territories. Write for samples and history of results. It's sweet music!

### BILL HOWARD

Room 406, 3030 Euclid, Cleveland 15, Ohio

# ROSKAM

For LISTS, DIRECT MAIL, MAIL ORDER ADS  
We've got 'em now — the know-how — mail programs planned, created, completed. Cut costs, increase pull, avoid mistakes and headaches.

### WRITE OR WIRE TODAY!

O. H. ROSKAM, ADV., 1430 Grand, K. C. 6, Mo.

## "ADAGE MAILERS" PAY!



Now! Effective!  
Low Costs!

FREE samples and prices

Now you can make monthly contacts with your customers and prospects for a few cents each. Postal card size ADAGE MAILERS get attention, stop doors and hang on office walls until you and your product every day of the year.

ADAGE CO., BOWELL, RICK.

## YOUR PHOTO ON STAMPS



EASY SELLING!  
with poststamps. Over 3½ million sold last year. Can be used with letterheads, envelopes, direct mail advertising. Use product or individual picture to get extra attention, results.

Try sample order. Send photo or negative (returned unharmed) & \$1 for sheet of 100 poststamps of your picture. Order today!

NATIONAL PHOTOSTAMP COMPANY

654 Broadway, Dept. R-3, New York 12, N.Y.

**replace worn out  
direct mail equipment  
with low-cost rebuilds**

**A. B. DICK  
MIMEOGRAPH  
MODEL 92**  
Fully-automatic.  
8½" x 14" sheets.  
Automatic inking.  
Rebuilt and guaranteed.

**ADDRESSOGRAPH  
MODEL 2700**  
Electrically-operated.  
Has automatic feeder;  
moving parts enclosed. Speed: up to 3000 impressions per hour. Rebuilt and guaranteed.

**MULTILITH  
MODEL 1250**  
Fully-enclosed,  
streamlined model.  
Speeds up to 6000 impressions per hour. Rebuilt and guaranteed.

**MULTIGRAPH  
FOLDER  
MODEL 58**  
9 x 14, one fold or two parallel folds.  
Automatic feed.  
Fine for letterheads;  
small plants.  
Rebuilt; guaranteed.

**addressing machine  
& equipment co.**  
326 Broadway, New York 7, N.Y.  
HAnover 2-6700

**new-machine  
performance  
guaranteed**

With our high-quality rebuilds, you can raise efficiency in your plant, handle bigger jobs, eliminate unprofitable units. Our machines are virtually manufactured. Worn parts are replaced, surfaces repainted and reconditioned, adjustments made for continued high-speed production. We have the world's largest stock of rebuilt mailing, mimeograph, addressing, letterpress and offset equipment. Write for prices on any make or model. *Easy terms available*

**Do you have a tough production problem?  
Our specialists will help you solve it,  
at no cost to you. See coupon below.**

Addressing Machine & Equipment Co.  
326 Broadway, New York 7, N.Y.  
Gentlemen:  
I accept your offer of free production advice:  
 Have your production specialist call in person. I am located in N.Y. metropolitan area.  
 I am enclosing facts on my production problem. Send me full information on best solution.  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

# Pretty Sure of Yourself Aren't You, Junior?

Think tight-rope walking is tough stuff? Pshaw—it's mere child's play compared with some of the giant, economy-sized envelope problems G. C. has been called on to handle. No wonder the boss (that's him on the high wire) is so sure of himself, that he'll tackle anything. If it's envelopes, and envelope ideas, and envelope service you want—give us a buzz. After all, Garden City isn't known as The House of Envelopes—and Envelope Ideas . . . for nothing!



## SPECIALISTS IN ENVELOPES AND OUTSTANDING SERVICE

AIR MAIL  
CATALOG  
MERCANDISE  
POSTAGE SAVER

OFFICE SYSTEMS  
PACKING LIST  
EVERY OTHER STYLE  
COIN

**GARDEN CITY ENVELOPE COMPANY**

3001 N. ROCKWELL ST. • CHICAGO 10, ILLINOIS • PHONE CORNILLA 7-3688

## GUMMED LABELS

33 on a sheet, 16,500 in a ream

20 reams	\$2.75 per ream
10 reams	3.00 per ream
5 reams	3.25 per ream
2 reams	3.50 per ream

One Time Carbon — \$4.10 per Thousand  
Size 8½ x 11

Free Truck Delivery in Manhattan and Brooklyn

**m. victor, addressing service**

130 Flatbush Avenue STerling 9-8003 Brooklyn 17, New York

## The MULTIPRESS

UP TO 50,000 IMPRESSIONS DAILY  
A Combination 3 in One

### ENVELOPE, SMALL JOB and IMPRINTING PRESS

6500 per hour with quality and register. Flat bed and cylinder construction. Continuous feed and extension delivery.

ENVELOPE PRINTING  
Coin, pay, drug, commercial, etc.

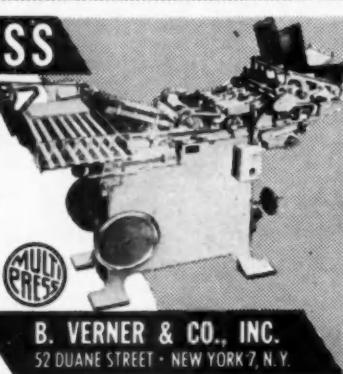
#### IMPRINTING

Advertising literature, labels, catalogs, cartons, etc.

#### JOB PRINTING

From No. 27 business card to letter-head size.

Particulars sent on request



B. VERNER & CO., INC.

52 DUANE STREET • NEW YORK 7, N.Y.

design, but Smith Advertising Service takes care of actual production. The Dealer with limited personnel and resources will probably find that it pays to farm out as much of the work as possible. If he does that, however, he should be doubly careful to find the best available lettershop in his area."

12. *Keep customers on your prospect list.* "Don't take a prospect off your mailing list just because he has become a customer. He may soon be ripe for repeat sales, and he may pass material along to friends. But if anyone makes a point of asking you to take his name off the list, by all means take it off—fast."

13. *Be prepared to deliver.* "Nothing makes a prospect madder than to send in a reply card and not hear from you for six weeks. Make certain that you live up to your promises without delay."

14. *Keep this in mind.* "You don't help yourself by sending top-flight mailings to a poor list, or by mailing second-rate material to a blue-ribbon list."

Mr. Dalton Fox—will you step forward, please? In addition to the many honors that have come your way in 1952, *Inside Carrier* proudly names you "Carrier Sales Promotion Man-of-the-Year."

## SAYING "THANKS"

Many businesses forget their customers after the sale is made.

That's why we were interested in a fine letter mailed by John P. Dorsey, Jr., of Automatic Typing Company, 70 South Fourth Street, Columbus 15, Ohio. On a stock letterhead produced by Cabot's Promotional Aids, 407 South Sangamon Street, Chicago 7, Illinois there was an illustrated "Thank You, Friend" heading. Here's John's message underneath it:

"There's an old story, Mr. Hoke, ... to the effect that BEFORE a man marries... He'll send the girl flowers and take her in a taxi to the theatre.

"AFTER... the only "flour" she gets is Gold Medal. And she has to lug it home from the supermarket in a twenty-four pound sack.

"Business is like that, Mr. Hoke.

"Firms spend much to make a man a customer. And then the best he gets is an invoice.

"Another year rolled by, it's been a good year for us and we hope for you too. And we'd like to say "thanks a million."



## "TAKE THE DISPLAY WINDOWS TO THE CUSTOMERS . . ."

By Dudley Lufkin, Field Editor

In his excellent article "Why Direct Mail for Department Stores?" last month, Howard S. Mark commented on the old definition of an expert:

"An expert," the saying goes, "is one who can make more money telling you what to do about *your business* than *he* can make doing the same thing in *his business*."

Exception to the humorous but often true definition is one Lester Harrison, a middle-aged expert who not only tells department store moguls what they should do about their business—but also *does it for them*. And while this combination of "telling—then *doing*" keeps the retail cash registers ringing at a steady pace . . . the Fort Knox certificates collected by Mr. Harrison for his efforts are conclusive proof he knows whereof he speaks.

As an expert, Harrison offers only one formula of advice. His success comes as the result of suggesting (then producing) a basic merchandising idea old as the traveling salesman.

He simply tells retailers: "Take your display windows to the customer."

This direct mail expert has done just that . . . by ballooning Sears & Roebuck's old original genie The Mail Order Catalog into a super-glamorous, national merchandising mecca.

Today, after a twenty-five year cam-

paign of convincing department store management to use his external direct mail ideas, Lester Harrison, Inc. holds one of the top ranks in the mail order catalog production field. Among his stable of retail catalog clients are such leaders as the four Gimbel Brothers stores, Saks 34th Street, New York City; The Hecht Company, Washington; Mandel Brothers, Chicago; Kresge, Newark; Filene's, Boston, and many more.

From a one-room studio bedroom Mr. Harrison built a direct mail agency that now occupies three floors at 341 Madison Avenue in New York City.

Specialist in promotional programs for department stores, the Harrison organization knows more than one way to skin a direct mail cat. Possibly that is why the agency is classified as "general" even though their main forte is mail order catalog production and other direct mail functions.

### "We're Not Geared For It"

One of the largest barriers in Mr. Harrison's long crusade to make department store executives catalog-conscious was the fearful cry from the busy department store advertising department: "We're not geared for it."

Such reluctance, says Mr. Harrison, has placed direct mail in the "step-child" status with many department store managers.



**GIMBELS** *The Christmas Store*  
1952

"Look at the picture as it exists," he told a group of retailers at a New York sales promotion session last year. Speaking of newspaper ad preparation he said, "Top talent sits at the drawing boards and typewriters and executive desks of the department stores. All of these people have been trained on a diet of words and pictures that sell. There is no more specialized skill in the entire advertising profession than that of the retail advertising person.

"Here the effort shows the results or lack of results the very next day. The advertising copywriter or layout man that holds his job is a man with a good record of successful ads. These people know how to knock out a sales ad in an hour and a half, and you can bet your bottom dollar that after the ad manager has had his little fling with it—it's going to do a job."

### Paste Pots Fly

"Then one day," said Mr. Harrison, "some little gremlin introduces into this pretty picture a simple activity that causes tempers to flare and paste pots to fly—a direct mail job!"

"Direct mail is the monkey wrench that gums up the gears of all this jet-propelled advertising talent who want nothing to do with it. It's the hot potato that's tossed back and forth until it finally ends up on the desk

## DOES DIRECT MAIL PAY FOR SMALLER STORES?

By Harold Freedlander

**Reporter's Note:** R. Reid Vance of the Ohio Printers Federation, 30 E. Broad St., Columbus 15, Ohio, sent us a transcript of the Eighth Annual Advertising and Sales Promotion Executive Conference held in Columbus and sponsored by Ohio State University. One talk by the Merchandise Manager of The Freedlander Co., Wooster, Ohio, deserves reprinting here. It gives a concise description of how the smaller retail store can use direct mail advertising.

The subject which I have been assigned to discuss briefly in this panel is one which has always been controversial among smaller stores. Most smaller stores have found that if you are looking for direct over-the-counter results from mailings you had better not waste your money. But our experience is that while there are few direct results, we can best achieve territory coverage and consistent long range results by direct mail.

Our store is a family clothing and home furnishings store in the one of two million dollar volume class located in Wooster, a city of just under 15,000 people, the center of a rich agricultural district. We estimate our trading radius as comprising 60,000 people. We are served by one newspaper, the *Wooster Daily Record*, which has a circulation of over 16,000 copies daily except Sunday. That is pretty good coverage but it isn't enough. The great bulk of that circulation is centered within 15 miles of Wooster and the retail drawing area goes at least 10 miles farther in all directions except in a direct line towards Akron. Therefore we feel the function of direct mail for us is to contact our customers, not only those residing close to the store but the present and potential group in the fringe areas which extend in a 25 mile radius.

We also feel that today the pulling power of newspapers as such is at a low ebb. Radio, television, and the rapid pace of modern living have reduced consistent readership. We are purchasing a new addressograph machine at this time with which we expect to step up our direct mail efforts. In spite of increased postal expense we intend to increase the percentage of our advertising budget going into direct mail over the next few years because we know we need a more frequent and more personal contact with our customers.

Our most ambitious project is a toy

booklet which we distribute in November to 25,000 homes. We use the "Billy and Ruth" publication which is colorfully illustrated and becomes a plaything for the kids as well as a guide for the parents during the entire Christmas season. We insert a two page sheet of our own which calls attention in a simple and direct way to our other gift selling departments.

At the same time we send out 7,500 copies of a very high class Christmas catalogue to selected charge accounts and a few others. This piece has catalogue order forms and we do get some direct results. However, the intangible result of tying customers to the store when they come downtown is the most important purpose of this booklet.

Twice a year we send out 25,000 post cards announcing our semi-annual Dollar Day events in February and August. Evidence indicates these bring in people from long distances, because the event is a classic with all Wooster stores and has a good history. No specific items are mentioned on the cards, however.

Each spring we send out a Notions Catalogue, one of the few mailers which gets excellent item results. This has order forms, is mailed in quantity of about 8,000 to a selected list, and goes over well—the exception to the small town rule about item results.

Once or twice a year we contact a teen age girls list with a good teen dress circular. It makes the kids feel important and while it does not result in a one-day sellout (what does in a smaller store?) these circulars are read and bring results long past the life of the promotion of dresses.

We also use post cards and phone calls to announce the periodic visits of our custom-tailored clothing experts and while the quantity involved is very small, the percentage-wise results are terrific in an event built carefully over the years.

We believe in and use direct mail continually, not because we expect immediate over-the-counter sales, but because we are convinced it is highly profitable to contact people frequently.



of the poor little ex-assistant production manager who was put in charge of direct mail because he knows the difference between letterpress and offset.

"Why? The answer comes back from America's retail advertising managers: "*We're not geared for it.*"

"I can well understand how a staff that's been trained to work with individual units such as newspaper ads would find it difficult to lay out a booklet where individual item space is small and continuity of layout must follow page after page. I can understand how a production department that's accustomed to newspaper copy can run into difficulty when they find it necessary to prepare copy for a fine brochure in intaglio gravure.

"But wouldn't you say that an activity that made it possible to spend a quiet evening at home with every one of your customers . . . every night for more than six weeks . . . just talking over the merits of the merchandise you sell a worthwhile operation?"

"Direct mail exists because it does the job. And if it does any kind of a job at all, it will do a better job if it is properly executed."

### Getting In Gear

These well-executed words of Mr. Harrison's are backed up by his countless properly-executed catalogs that *are doing the job* for big-name mail order department stores.

But Mr. Harrison does not stop when his catalogs are delivered to the post office. Part of his life work is also helping department store management get in gear for their own direct mail catalog production. He is quick to realize that any expansion of the catalog method of merchandising only tends to enhance his operation.

The obvious answer to the "We're

#### LESTER HARRISON...

Reporter's Note: Last month on page 38 of the Reporter we commented on a classy display of mail order catalogs displayed at the January National Retail Dry Goods Association show in New York. The catalogs were art and production masterpieces of Lester Harrison, Inc., 341 Madison Avenue, New York, of which Mr. Harrison is President. His organization, which began twenty-five years ago as a one-man direct mail operation in a bed-room studio now produces many of mail order's most glamorous catalogs for America's largest retail stores. Mr. Harrison has had a brilliant career. He's led a long crusade for retail mail order and direct mail in general. Here's the story of his long experience...experience that's made him one of mail order's leading experts.

not geared for it" reply would seem to be "Farm the headache out to a specialized agency." But Mr. Harrison's answer is rather "Let's eliminate the 'headache' and make it a smooth-flowing merchandising function." By helping department stores with their internal direct mail production, he broadens the entire scope and potential of what he is selling.

To "get in gear," department stores should first get an advertising man worthy of taking the direct mail bull by the horns.

Mr. Harrison's requisites for such a matador-of-the-mail-department begin with having the ad man well trained for his job. Have him study the mechanics of printing. Let him really know paper, binding, and the techniques of direct mail.

The kind of man needed for the job, Mr. Harrison states, is one "who knows mailing classifications; one who can make a study of the pulling power of the purple stamp as compared to the green or brown. He must know which reply card pulls best . . . also the value of the second color. He must be an executive capable of working with layout artists and copywriters in the creation of really fine direct mail."

"And last but not least," Mr. Harrison emphasizes, "he must know the importance of correctly merchandising the catalogs in cooperation with merchandise managers and buyers."

#### The Harrison Touch

The staff at 341 Madison Avenue incorporates all of these traits into the creative production of a catalog that has "that Harrison touch." Leading free-lance artists like Adolph Dehn and Paul Sample are responsible for "family-appeal" covers.

Although many of Lester Harrison, Inc.'s catalogs for different stores have

the same mechanical format size . . . each reflects the individual store's personality. Through a diversification of illustrative treatment, each becomes a different display window. Basic readability and a close guard against monotony in his catalogs make Harrison a skilled "window trimmer" on paper.

#### The Christmas Stockpile

More than creative illustration, copy, layout and printing production is needed to complete an effective department store catalog. Accurate records of space allocations for each department in the booklet must be tabulated. This is imperative because these allocations will determine cut sizes and copy limitations. They must be weighed and balanced for a consistent pattern in appearance . . . one which will most symbolize the store which the booklet is to represent.

Should you walk into the Harrison studios during the hectic July-August rush when Christmas catalogs are being born . . . you might think you were in a manufacturer's warehouse rather than an agency. For there, you would see merchandise stacked to the ceiling. Every item featured in the catalog is closely checked against the photo of it to be used. Misrepresentation can be dangerous . . . and this check also eliminates confusion over resources.

Annual inventories and checks in merchandising such as this have given Mr. Harrison a wealth of experience invaluable in determining what type of products sell best from catalogs. So much so that Lester Harrison, Inc. also handles a part of the actual store merchandising. His staff members meet with store buyers to recommend tested items for showcasing in the catalog. Their recommendations also include space allotments, order of departmental appearance, and the number of departments to be included in the issue. All of these are prime factors in the "return" success of the mail order catalog.

#### Special Promotion Co-ops

Although Christmas is the aurora of the catalog season, other seasonal and special promotions are significant as co-op tie-ins between retail stores and specific merchandise vendors.

Housewares, notions, home furnishings, toys, back-to-school issues, for example, offer vendors an opportunity to display their wares through the retail mail order catalog outlet on a cooperative cost basis. Despite some resistance on behalf of the vendors to

## CARBO-SNAP

Makes 2 to 8 copies  
with ONE typing



. . . and does it more efficiently than any other label addressing method yet devised. With Carbo-Snap, typist inserts PRE-ASSEMBLED set into the typewriter without having to collate label and carbon sheets. Bottom safety margin makes typing on all 33 sheets possible.

Tests have shown that Carbo-Snap increases typing output by 50%. Excellent for large and small mail advertisers who use the same lists several times. Eliminates expensive machine equipment, stencils and attachments.

Typists like it — it increases their earning power. Employers like it — gives them more typed labels in a shorter time. Try Carbo-Snap on your next mailing. Write for FREE sample and prices.

#### PENNY LABEL COMPANY

9<sup>th</sup> MURRAY STREET  
NEW YORK 7, N.Y.

## MAKE 'EM LAUGH!

Friendly prospects buy quicker. Makes you laugh with the "Let's Have Better Mottos" monthly mailings. Unusual — effective — economical — exclusive. Write for details on your business letterhead.

FREDERICK E. GYMER

2125 E. 9th St. Cleveland 15, Ohio

## CATALOGS

DESIGNED by topflight artists to save you time and money. One shop—layouts thru mechanicals CULLEN RAPP STUDIOS 150W. 34 S.L.N.Y.

LO 4-3495

## SALES LETTERS

Letters with "instantaneous appeal," that beckon to be read, that impel and sell. One series 26 years old. Send for circular "R". Please write on letterhead.

"That Fellow Bott"®  
Leo P. Bott, Jr., 64 E. Jackson, Chicago



Ten Hook-On Trays speed up printing, mimeographing, sorting, inserting . . . keep things moving in the mail room. Write for folder.  
All-Purpose Metal Equipment Corp.  
258 Mill Street, Rochester 14, New York

**SOURCES OF SPENDING POWER**

**PONTON'S**

**DIRECT MAIL LISTS**

260,000 MANUFACTURERS,  
PLANTS, INDUSTRIALS

150,000 WHOLESALERS,  
JOBBERS, DISTRIBUTORS

1,400,000 RETAILERS,  
TRADE SELECTIONS

500,000 SERVICE COMPANIES

Write Dept 'R'  
for FREE  
Catalog

Phone: MURRAY Hill 7-5311

W. S. PONTON, Inc., 50 East 42nd St., New York 17, N.Y.

pay for catalog space under the store's banner, many find the merchandising merger a jackpot.

Some resources do 60 to 90 percent of their annual business during Christmas alone, according to Mr. Harrison. Here, they have a six-week contract with the best customers of selected stores during the entire yuletide shopping spree. Often, it's the only outlet the vendor has to bring his product directly before the consumer.

#### "Push-Button Purchasing"

Not since the invention of the Super Market, the drive-in, Horn and Hardart's Automats, and vending machines has the retail picture seen such a potential as present-day mail order.

Push-button gadgets in every phase of our modern life are designed to take the work out of living. But even so, our everyday living tends to become more complex with every innovation.

We have push-button automobiles that practically steer themselves and that we don't have to shift. But in metropolitan areas, we don't have a place to park them.

We have mass-produce super markets where we select, ourselves, what we want from thousands of different items. But to make our purchase, we must endure the maze of congestion.

In this respect, the modern department store mail order catalog is unique. True ease in "push-button" purchasing is accomplished. It's an easy-chair shopping venture for the busy housewife . . . the "push-button" being only the postman ringing the door-

bell of the department store with the order, then the customer's with her easily made purchase.

Add to this the two important developments in merchandising as seen by Mr. Harrison:

1. The brand item with its necessarily high standard of quality does not have to be seen in order to be bought with assurance.
2. The institutional programs of the major department stores have created consumer confidence for all products featured by the store.

With these two factors alone paving the way, imagine the fantastic bonanza that would occur if super markets could feasibly merchandise their groceries through mail order catalog . . . eliminating the Friday night hassle at the checking counter for the housewife and often her tired spouse.

Modern mail order catalog selling produced by Lester Harrison and other experts could well reach that pinnacle. It's already a department store bonanza. It will grow to astronomical heights in the future.

No matter how gigantic it becomes, however, it will still be the personality of the store using it. It will be the display window.

*It will be the courteous salesman in a direct mail story told by Mr. Harrison.*

The story concerns Stanley Marcus of the large Neiman-Marcus department store. He received a letter from a puzzled customer reading:

"Dear Mr. Marcus: I have been a customer for your store many years

and I have often wondered why you spend so much money mailing me so many expensive pieces of literature when I come to your store to shop anyway.

"Why don't you save this money and use some of it to give a raise to that nice little old gentleman on the second floor? I don't know his name but every time I come into the children's department, he approaches me so courteously and politely and takes special pains to wait on me."

In reply, Mr. Marcus wrote:

"Dear Mrs. Jones: We read your letter at a meeting of the Board of Directors the other day and were so much impressed by its contents that we decided to give the elderly gentleman you mentioned a raise of \$20 a week."

"Thanks for calling this to my attention since this gentleman happens to be my father."

We believe that mail order selling will continue to be just like Stanley Marcus' father. No matter how important and powerful it may build its merchandising empire . . . it will still be "that courteous gentleman" from the children's department. Each and every time the department store catalog is read in the home it will "take those special pains" to wait on the customer . . . making her truly a "friend" of a large merchandising function.

For as Mr. Harrison's long and brilliant career has taught him—this is the success of the department store catalog.

**PIONEER-MOSS**

PHOTOENGRAVERS SINCE 1872



460 W. 34th ST., N.Y.C.

LONGACRE 4-2640

## Personalities In The News

WILFRED S. ROWE, Vice-President of the Mail Advertising Club of New York, has been appointed Advertising Manager of the Sterling National Bank and Trust Company, New York. He was formerly with the National Association of Manufacturers... D. STUART WEBB, President of the same-name agency in Baltimore, Maryland, has revived his interesting h.m. "Passing Comments on the Direct Mail Scene." The publication was interrupted by World War II. Now, masthead carries the line: "Published if and when the spirit moves us..." Our old friend ZENN KAUFMAN (co-author of "Showmanship in Business" with KEN GOODE) has left Philip Morris to launch his own consulting organization in merchandising and sales promotion. His headquarters will be in New York and Westport, Conn. Good Luck!... RICHARD MESSNER has been made President of E. E. Brogle and Company, Inc., 52 East 19th Street, New York City, the printing firm with which he started as a salesman in March, 1937. Dick has had a colorful career, first as the founder of the successful Messner Brothers of the air waves and society dances, then into direct mail—and finally to his present top spot. He's been a long-time worker for organized direct mail... JACK CARR died suddenly on February 11th in Miami, Florida. His "Cordial Contacts" were known all over the world. He worked right up to last minute grinding out those monthly letters for customers. Some had used his services for more than thirty years. Many had never met him personally. All business handled by mail. This reporter will miss him greatly. We've corresponded continuously since 1924. Also a shock to many direct mail friends: the sudden passing of ELIZABETH, the wife of J. B. Howard, Vice President of Curtis 1000, Hartford, Conn., on February 13th. Some of you who have met the genial J. B. at DMAA conventions may want to write to him. FRANK FRAZIER, retiring executive manager of the Direct Mail Advertising Association had a "goodbye party" at the Waldorf Astoria on March 9th. Board of Directors staged it to wish Frank well in his new

endeavors. Many friends participated. ARTHUR A. WARNER of Exide Batteries of Australia Pty. Limited, 44 Bridge St., Sydney, Australia kicked because the first annual convention of the Australian Association of National Advertisers had nothing on its program relating to direct mail. So, like all kickers, he is chairman of the direct mail program for the next convention. We have sent him plenty of ammunition and wish him good luck.

BUDD GORE, former ad manager of Marshall Field & Co., and RALPH HEINMAN of Ralph Heinman, Inc., Chicago were co-directors of Retail Ad-



Gore

Heinman

vertising Conference, Hotel Sherman, Chicago, January 24 and 25. Sixty-five retail advertising managers and media representatives attended... FRANK JACOBI, direct mail consultant, conducted the session on mail order advertising. He pointed up the aggressive stimulation in retail sales through the use of direct mail and catalogue selling... E. ROBERT RUBIN of Circulation Associates, and WILLIAM FRANKLIN, advertising director, Hudson Pulp and Paper Co. have been added to the staff of City College (New York) Midtown Business Center... J. W. DENNETT, formerly of the Chicago office of International Paper Company, now heads the newly opened Dallas, Texas sales office at 1511 Bryan Street, Dallas. He'll handle International division sales in the south west... WILLIAM R. ROBERTSON has joined the staff of Carl G. Vienot, Inc., (Boston agency) as account executive. He was formerly with Northeast Mailing Co., same city... JAMES W. AUSTIN, Vice-President of Capitol Airlines has been elected chairman of the Air Transport

Association Advertising Committee. Mr. Austin will guide a sub-committee to supervise airmail, air parcel post, and military advertising and promotion... He was General Chairman of Washington DMAA Convention... RALPH N. IVES has left his post as Assistant to the Publisher on "Traffic World" magazine to join Boyce Morgan & Associates (direct advertising consultants), Washington, where he's now Business Manager... JOHN MATHER LUPTON, President of John Mather Lupton Co., Inc. agency, was recent guest speaker at Association of Advertising Men (New York) Inside Advertising Clinic meeting. He delivered his popular "Tools of Advertising" talk which has won him a wide reputation throughout the country...

HILLARY G. BAILEY is well known as the editor of The Red Barrel (h. m. of The Coca-Cola Company, Atlanta Georgia). But many of you who meet him at DMAA Conventions may not know about some of his other activities. He is a columnist for several other industrial publications. We enjoy his monthly editorials in "Farm and Ranch Trade News" (318 Murfreesboro Road, Nashville 10, Tenn.). He is also a staff editor of the National Photographer. He was a former professional photographer and was awarded a fellowship to the Royal Photographic Society of Great Britain, and was given the degree of Honorary Master of Photography by the Professional Photographers Association of America. No wonder the house magazines under his direction are so pictorially perfect... D. B. SEDGWICK leaves his position as Assistant Sales Promotion Manager for Remington Rand typewriters and supplies to join the Douglas Fir Plywood Association, Tacoma, Washington. His successor at Remington Rand is DAVE P. SHERIDAN... L. ROHE WALTER was appointed on February 18 to the position of Special Assistant to the Postmaster General, in charge of Public Relations. Rohe is a past president of DMAA and former Advertising manager of Flintkote Company. All his friends wish him luck in a difficult job. The Post Office sure needs "public relations."

## A COLOSSAL QUESTIONNAIRE

The most colossal questionnaire we have ever seen was issued by the Public Relations Division of The Evansville Manufacturers and Employers Assn., 119 Locust St., Evansville 8, Ind. It is hard to describe. Was produced last November.

The loose-leaf, plastic-bound questionnaire-brochure measured 21x16½ inches. Title: "You Hold the Key to Information on Jobs in Your Plant." Inside was a tricky combination of 30 split indexed sheets in 10 different lots of colors. Each color represented a specific type of job; such as, green

sheets indicating skilled jobs—woodworking; yellow sheets, skilled jobs—clerical; etc., etc. Approximately 360 job specifications were outlined.

Manufacturers in the Evansville area were asked to fill in the sheets appropriate to their plant and submit them confidentially to the Association. Perforations allowed each recipient to keep carbon copies of data submitted.

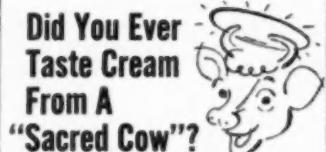
A mammoth undertaking. We imagine the Keller-Crescent Company had something to do with the unusual format since President A. A. Brentano was on the Public Relations Committee.

Following this effort and after the returns were assembled, the Associa-

tion issued an attractive, 9x12 inch, velour covered booklet announcing a special dinner meeting on January 28, 1953 at which time the results of the questionnaire were to be made known. This booklet also was out of the ordinary as a direct mail format.

Your reporter now has the final results of the questionnaire. A wonderful, plastic-bound, loose-leaf, 192-page, 9½ x 12 inch book which was presented to all the guests at the dinner. Title: "Your Career Opportunities in Evansville Industry." The copy is directed toward the young people in Evansville schools. It is to be a permanent guide for teachers. It describes step by step and industry by industry all of the job possibilities in Evansville. It is one of the most complete community educational efforts ever attempted, and everyone concerned with it deserves congratulations.

For information about the project write to Bill Williams, public relations director. Because of the high cost involved he may not be able to send you samples of the 1½-pound questionnaire and the 2-pound report. But he may be able to supply you with the 20 page, 4x8½ inch booklet which tells the inside story of how this project started and how it was handled.



If you have a sizable list of customers, prospects or inquiries about your product or service . . . don't hold it sacred for your own infrequent use. Make it yield up its inexhaustible supply of cream by renting it, at a good price, to other non-competitive direct-mail users.

You'll find it keeps the list "alive" . . . actually increasing its effectiveness for you, while yielding enough extra revenue to pay part or all of your list-maintenance costs.

Tell us how many names you have. We'll tell you what to expect in list-rental revenue.

**GEORGE R. BRYANT CO.**  
75 East Wacker Drive  
Chicago 1, Ill.



**GEORGE R. BRYANT CO.**  
of N.Y., INC.  
595 Madison Avenue  
New York 22, N.Y.

Member National Council of Mailing List Brokers

Price: \$2.00 per copy



## GET THE FACTS!

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Now—“brush-up” with this modern, complete and fully illustrated guide to correct photoengraving methods.

#### 24 HOUR SERVICE

108 pages—Lavishly illustrated in black and white, and color

#### HORAN ENGRAVING COMPANY, INC.

44 WEST 28th STREET, NEW YORK 1, N. Y.  
Tel. MU 9-8585 • Branch Office: MArket 2-4171

Please send me (prepaid) \_\_\_\_\_ copies of your 108 page revised book, “The Art and Technique of Photo-Engraving.” My check for \$\_\_\_\_\_ is enclosed.

NAME: \_\_\_\_\_  
STREET: \_\_\_\_\_  
CITY: \_\_\_\_\_ STATE: \_\_\_\_\_

And don't forget Horan's  
“around the clock”  
service whether your  
problem is  
black and white,  
benday or color process.

## "CRACKER BARREL" APPROACH

Nothing sticks out more than a “sore thumb.” But sometimes, as evidenced by the following letter—it can stick out favorably. Gordon Eldred of A. G. Eldred and Company (realtors), 325 North Broadway, Santa Ana, California, sent us this capsule case history:

“Dear Mr. Hoke:

On page 6 of the January issue you have a squib headed “Give direct mail a chance.” (Ed. Note: We were complaining about the poor letter mailed by a printer.) As a matter of interest you might like to know that the largest fertilizer dealer in the Southland (who is a real character and started with nothing) types all his own letters or has them typed on ancient typewriters with poor arrangement, uneven borders, and atrocious wording. All this is on poor stationery complete with thumbprints and grimy envelopes.

“However, he never fails to impart real humor into the most casual letter. As a result I do not believe that any business man or rancher in the West fails to read his message from top to bottom and usually circulates

## CONSUMER LISTS FOR BEST RESULTS - PONTON - "The House of Direct Mail"

1,725,000  
PROFESSIONAL PEOPLE

26,000,000  
HOME MAKERS

15,000,000  
HOME OWNERS

10,000,000  
CAREER WOMEN

4,000,000  
BUSINESS EXECUTIVES

W. S. PONTON, INC.

50 East 42nd St., New York 17, N.Y.

Write Dep't "R" for FREE Catalog... •

W. S. Ponton's

Let's Trade



Phone MURray Hill 7-5311

such a letter to all his associates as another "Special from Johnny." This has made him so well known that wherever he goes he is a much sought after person. Combining this with real ability he has built a tremendous business with direct mail by literally cracker barrel approach.

Cordially,  
(Signed) A. G. Eldred"

### HOUSE MAGAZINE REPORT

—500 million dollars for printing and paper.

—120 million dollars in editorial salaries.

—50 additional million dollars for indirect services...

That's what house magazines will spend this year.

The figures come as a result of an intensive survey recently completed by The Gebbie Press, 19 East 48th

Street, New York, New York, which specializes in public relations in the house magazine field.

Gebbie reports that there are now 7,000 different house magazines with an estimated circulation total of 150,000,000. But it's expected that that figure will skyrocket to 165,000,000 within the next six months. And at the end of 1953 the number of company magazines will leap to between 8,000 and 10,000.

A complete catalog of the editorial needs, trends, etc. of 1,400 house magazines are listed in "The Nation's Leading House Magazines" . . . a comprehensive directory published by Gebbie (see August, 1952 issue of The Reporter).

The keynote of their rapid growth, says the public relations press, is top management's sudden awakening to the tremendous potential inherent in a good h.m. The top brass has recognized its value as a sales builder and public relations medium. Coupled with

the company employees morale factor, the house magazine has become an all-around "grass roots" communication tool. Originally planned as a simple means of communications within a particular plant, branch office or company . . . house magazine mushroomed into external significance during World War II expansion.

Many firms found themselves producing war materials completely different from their regular products. A mass of employees had to be schooled for other jobs. House magazines were a natural to do the job. They played "Mr. Anthony" to millions of puzzled workers. "Why this branch office was closed down . . . why that section of the fabricating plant was concentrating on metal parts . . . why some new employees were taking over certain jobs long held by oldtimers." The h.m. gave the story of changing trends to employees—and gave it in a language they understood.

When the war ended, the majority

# HOW to BEAT the recent postage increase!

Backed by 7 Years of SERVICE  
Out-of-town inquiries answered immediately



**De Groodt and associates, inc.**

17 E. 48th St., New York 10, N.Y. — PL 5-1127

Plant: 87-29 78th St., Woodhaven, L.I. — MI 2-4900

These are our COMPLETE charges! There are NO hidden extras! We offer a complete, money-saving service on all your mailing requirements, but you are never obliged to give us any specified number of operations to enjoy these amazingly low prices.

An experienced corps of 200 enables us to handle jobs of ANY SIZE—and to meet your deadlines with reliable, speedy service. Take a tip from the many profit-wise users of direct mail who have slashed their costs with DE GROODT! Save this ad for future use . . . or, better still, phone or write TODAY!

# CLASSIFIED ADVERTISING

Rates: \$1.00 per line—minimum space 3 lines. Help and Situation Wanted Ads—50c per line—minimum space 4 lines. Write The Reporter, 53 Hilton Ave., Garden City, N.Y.

## ADDRESSING

ADDRESSING, MAILINGS,  
and list maintenance. Accuracy  
guaranteed. Let us bid.  
GR 3-4622

EDUCATIONAL MAILINGS DIV.  
The Clearing House  
207 Fourth Ave., New York 3, N.Y.  
203 Lexington, Sweet Springs, Mo.

OUR LISTS ARE FREE  
Retailers - wholesalers - manufacturers  
Banks - churches - institutions  
We charge only for addressing  
SPEED - ADDRESS KRAUS CO.  
48-01 42nd Street  
Long Island City 4, N.Y.

Typewritten—Accurate Work—Quick  
Delivery. Ask us to quote.

ST. MARTINS SALES SERVICE  
15 Park Row, New York 38, N.Y.  
WOrth 2-0664

## ADDRESSOGRAPH PLATES

Speedamat plates embossed, three-line, on genuine Addressograph Alloy. \$30 per thousand complete. Write for quantity discount.

Advertisers Addressing System  
703 North 16th St. St. Louis 3, Mo.

## ADVERTISING AGENCIES

SELL YOUR PRODUCT WITH pulling  
mail order, agent ads.  
We show you how.

Martin Advertising Agency  
15P East 40th Street, N.Y. 16, N.Y.

## DO YOU MAIL TO SHORT LISTS?

You can afford better styling, better copy even on small-scale direct mail efforts when you get big-league help from Ad Scribe, North Canton, Ohio. Write for work-by-mail Folio 83.

## COPYWRITER

### FREE-LANCE COPYWRITER

Sales Letters  
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MAIL  
MORE  
FOR  
LESS

**PONTON'S**  
"The House of Direct Mail"  
Write for FREE Catalog

W. S. PONTON, Inc.,

## FOR SALE

AT YOUR OWN PRICE: 4400 sheets  
black carbon paper (all or part). Ver-  
non Baker, Elyria, Ohio.

## HELP WANTED

We want a man well experienced in both the manual and machine phases of direct mail operations. Copywriting and layout work are not involved. We deal in the service functions of direct mail work for others. The man we want knows the best method of addressing, folding, gathering, inserting, packing, mailing, etc. He knows how to set up a complete mailing or premium campaign and can direct others in the smooth successful handling of it. He knows how to bid on proposed jobs. He knows where direct mail servicing work is to be found. We wish this man for our Chicago office. Please reply stating experience, age, physical characteristics, family responsibilities, etc. The Reporter, Box 111, Garden City, New York.

## HOUSE ORGANS

DON'T NEGLECT CUSTOMERS!  
Mail a Monthly "HANDSHAKE"  
1,000 House Organs, ptd. 2 colors, \$58  
Your ad front cover. (Free copy service). Self-mailer. Features Dale Carnegie, prominent cartoonists, "Cheese cake," sports. Powerful good-will builder. Holds customers. Brings new business. (If you mail to women ask for our female edition). Write for samples & details on your letterhead. SUSSEY SERVICE, 10 Hanover St., New York City 5. W.Hitehall 3-6249.

## MAILING MACHINES

Hand and Electric Addressographs. Graphotype Models 6340 and 6280. **BARGAINS ON ADDRESSOGRAPH TRAYS.** Elliott addressing machines, Models 800-1500 & 3000. 27-53 drawer cabinets. **SAVER & WALLINGFORD**, 147 West Broadway, New York 13, New York, WOrth 4-0520.

## OFFSET CUTOUTS

Promotional headings, illustrations, cartoons, symbols, borders, panels, holiday art, type fonts, decoration, for offset reproduction. Most complete service in U.S. Free descriptive booklet. A. A. ARCHBOLD, Publisher, 1209-K S. Lake St., Los Angeles 6, Calif.

of company presidents and board members were quick to recognize the war-born editorial revolution. Fewer copies were thrown into the wastebaskets or left in the washrooms. And now, employees were taking their copies home and showing them to friends.

Gradually the names of outsiders were added to mailing lists: customers, stockholders, community leaders, business men, Chamber of Commerce leaders, prospects, etc. The smelly manufacturing plant near the railroad soon became a respected business in the community because people were finding out—through the house magazine—that the plant's employees were not only human; but that they did interesting and important work, that they were well paid...and even had pensions and picnics, too.

Gebbie's report states that there will always be a place for the strictly "internal" house organ... but the main emphasis across the nation is being placed more and more upon the dual purpose of the "external-internal" publication.

Alert editors and top management now put their heads together to produce interesting and educational publications which hold the interest of both the "outsider" and the employee.

To get the real impact of the house magazine picture... we suggest that next time you're in New York City you drop into Gebbie Press' House Magazine Library—the only one of its kind in the world. There, you can have free reference to 3,000 of the nation's leading house magazines which are filed and kept up to date by the library's pretty secretary Miss Joanne Palmer.

Just one trip to the library and you're quick to realize that today's house magazines mean business.

Gentlemen:  
Enclosed herewith is our check for \$6.00 for one year's subscription to The Reporter. I do not really have time to read the magazine, but I feel that you deserve support in your effort to keep advertising cleaned up, and on a sound ethical business basis.

Sincerely yours,  
(Signed) I. S. SIEGRIST  
Siegrist Engraving Company

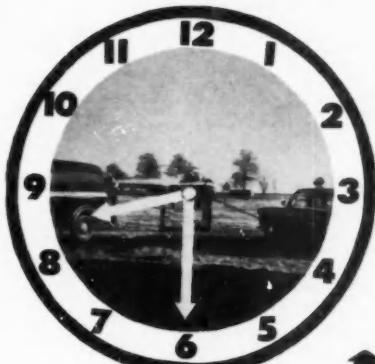
942 Oak Street  
Kansas City, Missouri  
Thanks, Mr. Siegrist, for your support. But we sincerely hope you will find time to benefit from your subscription by reading The Reporter.



MAILING DEPARTMENT is completely mechanized  
and streamlined for fast, accurate and effi-  
cient service, — at lower costs to you . . . No  
Direct Mail Campaign too large — or too small.

50 East 42nd St., New York 17, N.Y. — Phone MURRAY HILL 7-5311

# THE HELICOPTER:



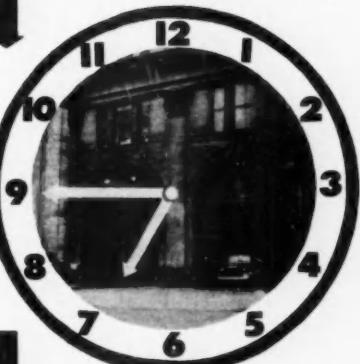
**8:30 A.M.:**

Mail arrives in Bridgeport where it's rushed by truck to Bridgeport P. O. in time for morning delivery.



**6:40 A.M.:**

Helicopter mail for Bridgeport, Conn. is loaded on trucks at Manhattan General Post Office.



**6:45 A.M.:**

Truck leaves G. P. O. for LaGuardia Airport.



**7:20 A.M.:**

Truck arrives at airport and mail is loaded onto helicopter.



**7:30 A.M.:**

Take-off from LaGuardia.



**8:02 A.M.:**

After a stop at Pleasantville, N. Y. helicopter heads for Bridgeport.



## A Faster Delivery For Direct Mail

Helicopters have created a delivery-time bonanza for direct mail.

They have placed many outlying cities and towns on the direct air mail routes of the nation. These communities gain as much as 24 hours in mail delivery time. Their time-gain is of important significance to direct mail.

This stepped-up helicopter mail and parcel post service now make it possible for advertisers to use "timed" campaigns within pinpointed suburban areas. And same-day delivery service via helicopter now offers a tremendous boon for mail order.

Most recent development in helicopter delivery expansion came in October when New York Airways, Inc. started flying a metropolitan New York triangle between LaGuardia, Idlewild, and Newark airports. In December the company began scheduled flights to Bridgeport, Connecticut — with intermediate stops in seven Westchester County, New York and Connecticut communities. The company now operates daily mail flights (7:30 a.m. and 1:45 p.m.) over the eight-town route. Plans for the not-so-distant future call for a mail and passenger shuttle between more than forty New York, Long Island, Connecticut and New Jersey communities.

With plans underway for a \$675,000 heliport in the center of New York City (flights now stem from LaGuardia airport), the New York Port Authority estimates that the next twenty years will see 40 million pounds of air mail and 6½ million pounds of package cargo helicopter in and out of Manhattan.

To illustrate the potential of heli-copter direct mail, we traced a typical "timed" mailing from Manhattan's General Post Office to Bridgeport, Connecticut. Complete handling and delivery time to Bridgeport was an hour and fifty minutes. When the New York City heliport is completed, it will eliminate forty minutes trucking and handling time to LaGuardia. The pictures here show what happens to a morning mailing to Bridgeport under the present helicopter delivery schedule.

# DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE. \$10.00 PER YEAR

## ADDRESSING

- Archer Business Services..... 5054½ Archer Ave., Chicago 32, Ill.
- Creative Mailing Service..... 460 No. Main St., Freeport, N.Y.
- De Groot and Associates, Inc..... 17 East 48 St., New York 10, N.Y.
- Fair Mail Service..... 417 Cleveland Ave., Plainfield, N.J.
- Star Typing Service..... 45-21-162nd St., Flushing, N.Y.

## ADDRESSING MACHINES

- Saver & Wallingford..... 147 West Broadway, New York 13, N.Y.

## ADDRESSING - TRADE

- Shapins Typing Service..... 68-11 Roosevelt Ave., Woodside, N.Y.
- M. Victor..... 130 Flatbush Ave., Brooklyn 17, N.Y.

## ADVERTISING AGENCIES

- James Henderson..... 11626 Woodward Ave., Detroit 2, Michigan
- Institute of Sales Promotion..... 131 Lafayette Street, New York 13, N.Y.
- Martin Ad. Agency (Direct Selling Mail Order)..... 15 Pa. E. 40, New York 16, N.Y.
- Roskam Advertising (Mail Order)..... 1430 Grand, Kansas City 6, Mo.
- Harry Volk, Jr. Central Building, Atlantic City, N.J.

## ADVERTISING ART

- Cullen Rapp Studios..... 150 West 34th St., New York 1, N.Y.
- Ben Kerns..... P. O. Box 812, Greenville, S.C.
- Raymond Lufkin..... 116 West Clinton Ave., Tenafly, N.J.
- Roskam Advertising (Mail Order)..... 1430 Grand, Kansas City 6, Mo.
- Trapkus Art Studio..... 349 Tenth St., Moline, Illinois

## AUTOMATIC TYPEWRITERS

- Amer. Automatic Typewriter Co. .... 614 N. Carpenter St., Chicago 22, Ill.
- Robotyper Corp. .... 125 Allen St., Hendersonville, No. Car.

## AUTOMATIC TYPEWRITING

- Ambassador Letter Service Co. .... 11 Stone St., New York 4, N.Y.
- Arrow Letters Corp. .... 307 West 38th St., New York 18, N.Y.
- M. E. Gitsham. .... 140 East 45th St., New York 17, N.Y.

## BINDING

- Publishers Book Bindery, Inc. .... 148 Lafayette Street, New York 13, N.Y.
- Stover Mechanical Binding Co., Inc. .... 601 West 26th St., N.Y., T, N.Y.

## BOOKS

- How To Make Money In Advertising — John Shrager, Inc. .... 2 W. 46 St., N.Y.
- The Art & Technique of Photo Engraving, Horan Engraving Co., N.Y., T, N.Y.
- Art for Reproduction — Repro Art Press, 80 5th Ave., New York 17, N.Y.

## BUSINESS CARD SERVICE

- Bel-Thomas Printing Co. .... 223 Irving Avenue, Brooklyn 37, N.Y.
- R. O. H. Hill, Inc. .... 270 R Lafayette Street, New York 12, N.Y.

## CARTOON ADVERTISING

- Ray Thompson Cartoon Studio. .... Box 134, Wyncoate, Pa.

## CATALOG PLANNING

- Catalog Planning Co. .... 50 Park Avenue, New York 16, N.Y.

## COPYWRITERS — LANCE

- Leo P. Bott, Jr. .... 64 E. Jackson Blvd., Chicago, 4, Ill.
- H. John Harder ..... 32 West Jefferson, Phoenix, Arizona
- Orville E. Reed ..... First National Bank Bldg., Howell, Michigan
- Roskam Advertising (Mail Order) ..... 1430 Grand, Kansas City 6, Mo.
- Flavel H. Shuttleff. .... 1120 Wilson Ave., Peoria 4, Illinois
- Dick Sutherland—Business Ideas ..... 801-821 Windsor St., Marion, Ohio
- John Yeargan ..... 442 East 20th St., New York 9, N.Y.

## DIRECT MAIL AGENCIES

- Ahrend Associates, Inc. .... 254 West 54th St., New York 19, N.Y.
- Homer I. Buckley..... 57 East Jackson Blvd., Chicago 4, Ill.
- Chase and Richardson, Inc. .... 9 East 45th St., New York 17, N.Y.
- Direct Mail Services..... 175 Luckie Street, N.W., Atlanta 3, Georgia
- Duffy & Associates, Inc. .... 918 North 4th Street, Milwaukee 2, Wisconsin
- Frederick E. Gymer. .... 2123 East 9th St., Cleveland 15, Ohio
- Institute of Sales Promotion..... 131 Lafayette Street, New York 13, N.Y.
- Proprietary Press, Inc. .... 39 Water Street, New York 4, N.Y.
- Reply O Products Company..... 129 Lafayette Street, New York 13, N.Y.
- Roskam Advertising (Mail Order)..... 150 West 22nd St., New York 11, N.Y.
- John A. Smith & Staff. .... 1430 Grand, Kansas City 6, Mo.
- Carl G. Vienot, Inc. .... 134 Summer St., Boston 10, Mass.
- Phillip J. Wallach Company. .... 220 Fifth Ave., New York 1, N.Y.

## DIRECT MAIL EQUIPMENT — DEALERS

- The Adamm Company..... 250 Third Avenue, New York 10, N.Y.
- Addressing Machine & Equipment Co. .... 326 Broadway, New York 7, N.Y.
- Mailers' Equipment Co. .... 40 West 15th St., New York 11, New York

## DIRECT MAIL EQUIPMENT — MANUFACTURERS

- All Purpose Metal Equipment Co. .... 255 Mill Street, Rochester 14, N.Y.
- B. H. Bunn Company. .... 7605 Vincennes Ave., Chicago 20, Illinois
- Davidson Corporation..... 1020 W. Adams St., Chicago 7, Illinois
- Helms Tying Machine Company..... 3351 North 35th St., Milwaukee 15, Wisconsin
- General Binding Co. .... 808 West Belmont Avenue, Chicago 14, Illinois
- International Business Machine Corp. .... 590 Madison Ave., New York 22, N.Y.
- National Bubble Type Co. .... Blissfield, Michigan
- Seal-O-Matic Machine Mfg. Co. .... 401 Chestnut St., South Hackensack, N.J.
- Thomas Mechanical Collator Corp. .... 30 Church St., New York 7, N.Y.

## ELLIOTT STENCIL CUTTING

- Clear Cut Duplicating Co. .... 149 Broadway, New York 6, N.Y.
- Creative Mailing Service..... 460 North Main St., Freeport, N.Y.
- Scotts Mailing Corp. .... 2388 University Avenue, St. Paul, Minnesota

## ENVELOPES

- American Envelope Mfg. Corp. .... 26 Howard St., New York 13, N.Y.
- The American Paper Products Co. .... East Liverpool, Ohio
- Atlanta Envelope Co. .... 1700 Northside Drive, P.O. Box 1267, Atlanta 1, Georgia
- Boston Envelope Co. .... 397 High St., Dedham, Mass.
- Columbia Envelope Co. .... 2015 N. Hawthorne Ave., Melrose Park, Ill., Chicago Sub.
- Cupples-Hess Corp. .... 360 Furman St., Brooklyn 2, N.Y.
- Direct Mail Envelope Co. .... 175 Kingshighway Blvd. St. Louis 15, Mo.
- Double Envelope Corporation..... 15 West 20th St., New York 11, N.Y.
- Garden City Envelope Co. .... P. O. Box 658, Spokane 4, Virginia
- General Envelope Company..... 3001 North Rockwell St., Chicago 18, Ill.
- The Gray Envelope Mfg. Co. .... 23 South St., Box 654, Boston 2, Mass.
- 55-33rd St., Brooklyn 32, N.Y.

## EXCHANGES

- Exchanges Co. .... 1000 Madison Ave., New York 22, N.Y.
- Exchanges Co. .... 1000 Madison Ave., New York 22, N.Y.

## EXHIBITS

- Exhibits Co. .... 1000 Madison Ave., New York 22, N.Y.

## EXPOSURES

- Exposures Co. .... 1000 Madison Ave., New York 22, N.Y.

## EXTRAS

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## EXTRAS

J. R. Monty Turf Fan Lists..... 201 East 46th St., New York 17, N.Y.  
Official Catholic Directory Lists..... 12 Barclay St., New York 8, N.Y.  
W. S. Ponton, Inc..... 50 East 42 Street, New York 17, N.Y.

**MAIL ORDER CONSULTANT**

Whitt Northmore Schultz..... 1115 Old Elm Lane, Glencoe, Illinois  
**MATCHED STATIONERY**

Tension Envelope Corporation..... 19th & Campbell Sts., Kansas City 8, Mo.

**MULTIGRAPH SUPPLIES**

Chicago Ink Ribbon Company..... 19 So. Wells St., Chicago 6, Ill.

**PAPER MANUFACTURERS**

The Beckett Paper Co..... Hamilton, Ohio  
Fox River Corp..... Appleton, Wisconsin

W. C. Hamilton & Sons..... Miquon, Pennsylvania

Hammertill Paper Company..... Erie, Pennsylvania

International Paper Company..... 220 East 42nd St., New York 17, N.Y.

Kimberly-Clark Corp..... Neenah, Wisconsin

McLaurin-Jones Paper Co..... Brookfield, Massachusetts

Mead Sales Co..... 819 Public Ledger Bldg., Independence Square, Philadelphia 6, Pennsylvania

Neenah Paper Co..... Neenah, Wisconsin

Nekoosa-Edwards Paper Co..... Port Edwards, Wisconsin

Rising Paper Co..... Housatonic, Mass.

**PHOTO ENGRAVERS**

Pioneer-Moss, Inc..... 460 West 34th St., New York 1, N.Y.

**PHOTOGRAPHS**

Eye-Catchers, Inc..... 207 East 37th St., New York 16, N.Y.  
Moss Photo Service, Inc..... 350 W. 50th St., New York 19, N.Y.  
Remington Rand, Inc..... 315 Fourth Ave., New York 10, N.Y.

**POSTCARDS**

Moss Photo Service, Inc..... 350 West 50th St., New York 19, N.Y.

**PRINTING EQUIPMENT**

Harris-Seybold Co..... 4510 East 71 St., Cleveland 5, Ohio  
B. Verner..... 52 Duane St., New York 7, N.Y.

**PRINTING—LETTERPRESS** Main St., Mineola, N.Y.  
The House of Dual..... 30 Irving Place, New York 3, N.Y.  
McCormick-Armstrong Co..... 1501 East Douglas Ave., Wichita 1, Kansas  
Richmond Press..... 23 South St., Box 654, Boston 2, Mass.

**PRINTING—OFFSET LITHOGRAPHY**

Bachman Reproduction Service..... 259 East 43 Street, New York 17, N.Y.  
H. John Harder..... 32 West Jefferson, Phoenix, Arizona

McCormick-Armstrong Co..... 1301 East Douglas Ave., Wichita 1, Kansas

**PRINTING—LETTERPRESS AND OFFSET LITHOGRAPHY**

Bel-Thomas Printing Co..... 223 Irving Avenue, Brooklyn 37, N.Y.  
Lutz & Shelnkman..... 421 Hudson Street, New York 14, N.Y.

Paradise Printers and Publishers..... Paradise, Pennsylvania

Printcraft Press, Inc..... 229 West 28th St., New York 1, N.Y.

Proper Press, Inc..... 129 Lafayette Street, New York 13, N.Y.

**RECORDS**

R. C. A. Victor Custom Record Sales..... 630 Fifth Ave., New York 20, N.Y.

**SALES PROMOTIONAL COUNSEL**

Martin Ad Agency (Direct Selling Mail Order)..... 15 P.E. 40, N.Y. 16, N.Y.

**SPEEDAUMAT EMBOSSED**

Moss & Associates..... 2 East 23rd Street, New York 10, N.Y.  
M. Victor..... 130 Flatbush Avenue, Brooklyn 17, N.Y.

**SYNDICATED HOUSE MAGAZINES**

The William Feather Co..... 812 Huron Rd., Cleveland 15, Ohio

**TRADE ASSOCIATIONS**

Direct Mail Advertising Assn..... 17 East 42nd St., New York 17, N.Y.  
Mail Advertising Service Assn..... 18652 Fairfield Ave., Detroit 21, Mich.

**TYPEWRITERS**

Ralph C. Coxhead Corp..... 720 Freylinghausen Ave., Newark, New Jersey

Remington Rand, Inc..... 315 Fourth Ave., New York 10, N.Y.

**TYPGRAPHY — VARIETYING — IBM — FSM**

Clear Cut Duplicating Co..... 149 Broadway, New York 6, N.Y.

**VARIETY EQUIPMENT**

The Adamson Company..... 250 Third Ave., New York 10, N.Y.  
Walter "Doc" Hanson..... 303 Buckeye Building, Cleveland 15, Ohio

the light, and you see life-like, full color transparency. The transparency is one of the many Harris Associates have produced for Ford Motor Company displays. A good job of bringing a booklet "to life."

## Short Notes CONTINUED

(Continued from page 13)

month from their Chicago office (5959 South Cicero Avenue) . . . it has quick reference tables that are easy to read when you're in a hurry. Also has complete schedule listing compiled with a new system. Thanks to U. A. L. for producing a timetable which requires no M.I.T. degree to understand.



□ A SHORT NOTE in the January Reporter described Hochschild, Kohn's Christmas Shopping Guide as a litho job. Paul Carter, sales promotion manager of Alco-Gravure (9th & Monroe Sts., Hoboken, N.J.) wants us to know that the 80-page body WAS NOT lithoed, but was printed by high speed rotogravure. Says: "We do like to have people realize what excellent quality rotogravure can give you on inexpensive paper." So The Reporter apologizes. Incidentally, if you are interested in learning more about rotogravure, write to Paul and ask for a copy of his house magazine, Alcotones. The special issue (Vol. 3, No. 1) for December 1952 gives a short and clear description of rotogravure production.

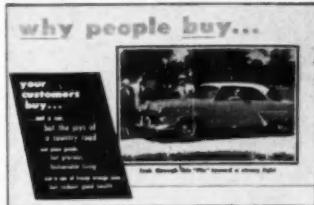


□ NATURAL COLOR IN A MODERN SETTING . . . is the keynote of 16 beautifully lithographed style sheets for Standard Register Company, Dayton, Ohio. Produced for Standard Register by Byer & Bowman Agency, 66

South Sixth Street, Columbus 15, Ohio . . . the 16 different 8½" x 11" multi-colored sheets do a beautiful job of showing off the product. Each one shows a different S.R. product in its application to different business machines. The reverse side of the sheet explains how the product is designed and used . . . with the modern functional business machine shown in color on the front. Account Executive Walt Seiter tells us that Paul R. Honn directed the project for Standard Register; Brand Studios, Cincinnati, did the full color photography, with Drury's of Dayton handling the press job. A combined effort which not only enhances Standard Register . . . but also is bound to gratify 16 business machine manufacturers as well.



□ SOME OF THE BALLYHOO MIGHT WANT YOU TO THINK SO . . . but the three-dimensional idea isn't exclusive with the movies. William Melish Harris Associates (point-of-sale merchandising), 52 Vanderbilt Avenue, New York 17, New York, have created



"3-D" effects for quite some time. A recent 6" x 9" booklet illustrating their displays features their "3-D" PlastiColor-Pix on the cover. Against a 3½" x 5" die-cut in the cover . . . an actual 3-D transparency is stripped on. Hold up to

□ THE "MAY WE HAVE YOUR INTEREST?" DEPARTMENT. Accompanying a release plugging Steno-Creme (a new hand cream) we received a letter from the president of the company that makes it. Midway in the letter we read: "Our plans call for greatly increased advertising appropriation and we are very much interested in finding out the degree of interest evidenced by your readers, with a view toward advertising in your publication." What he should have said was "Send us a tear sheet of our published release, and maybe we'll send you a space reservation." So, to cultivate your interest we'd like to report that the release says the product is fortified by something or other they call "lanolin." Other than that, we wash our hands of the matter—with soap.



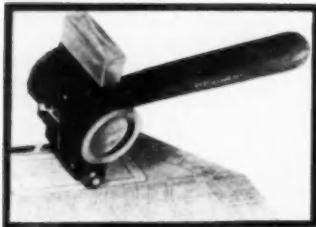
□ ASSOCIATION OF ADVERTISING MEN (Hotel Biltmore, Madison Avenue and 43rd Street, New York, New York) is readying its third annual "Inside Advertising Week" to be held April 12 to 17th. Under the AAM project, 50 of the nation's top advertising college seniors are invited to New York for a close look "inside advertising." With leading companies cooperating . . . the students are shown the workings of consumer, agency, and media advertising operations. Climax of the week is the Inside Advertising Banquet at the Bilt-

## Star Notes CONTINUED

more Hotel on April 16th. Reporter's Pete Hoke is co-chairman with Ed Hall, AAM president.



A QUICK AND EASY ADDRESSING DEVICE . . . which combines address plate with records is offered by VISIrecord, Inc., Copiague, Long Island, New York. Hand operated, the device consists of a felt and master roller. You draw the moist felt over the surface to be imprinted, drop the master in place (which is combined with file record),



and then run the master roller over it once. Produces over 100 perfect imprints from a single typed or handwritten master. Called "VISIriter," it comes in three models \$15.00 and \$17.50. For more information write to Long Island address or VISIrecord, Inc., 801 2nd Avenue, New York 17, New York.



CANADIAN PAPER MILLS are getting ready for the rush in special coronation paper colors. The British Colour Council has issued 28 official coronation colors which may be used in printing connected with the Crown of the coronation. Howard Smith Paper Mills Limited of Toronto, Montreal, and Winnipeg, recently sent out a mailing featuring their Mayfair Cover line . . . consisting of 12 regular colors. The 8½" x 11" cover has a die-cut of the Crown . . . against a strip of Coronation Red and a strip of Coronation Blue tipped on inside. The entire piece itself is printed in the two colors . . . highlighting the famous symbol of the Commonwealth.



NEED BUSINESS INFORMATION ON ARIZONA? If you do . . . we suggest you write to the First National Bank of Arizona, Phoenix, Arizona to receive their weekly newsletter "Business Trends In Arizona." It provides a weekly authoritative digest of state-wide business and industrial conditions . . . written

ten by First National Bank of Arizona Vice-President George V. Christie. No gags, cartoons or illustrations . . . but a simple, straightforward newsy report written in the Kiplinger style.



ELECTRICAL APPLIANCE MANUFACTURERS were the largest users of premium offers in 1952 . . . according to the fourth annual Blue Book review of "Premium Magazine," 386 Fourth Avenue, New York 16, New York. The Blue Book report reveals that appliance manufacturers doubled their use of premiums last year . . . and will probably use a greater amount of give-aways this year. Incidentally, if you use premium offers . . . you should use the "Premium Practice" Blue Book as a handy reference guide to all premium manufacturers. The 1953 edition has unique Machol Edge Index so you can find what you want quickly with a flip of the thumb.



MYRON HALPERN, Montgomery & Company (machine tool accessories) 53 Park Place, New York 7, New York sent us his nomination for the year's worst example of brevity. It was a letter from a cleaning equipment manufacturer. Its entire content was: "Gentlemen: As we have heard nothing from you relative to our letter dated December 15, 1952, we take this opportunity to inquire whether you desire any additional information regarding our products. Yours very truly, etc." A pretty dumb approach.



THE EASTER PARADE.....  
.....has already started at Marizon's.  
Every day we are receiving exquisitely styled spring apparel which is making our store a splash of color.  
When you see all the lovely creations we have you'll automatically visualize how they can make YOU the best dressed woman in the Easter Parade.  
Come in soon, won't you? Try on a few things. Get the FEEL of spring. It'll BOOST your morale. And you'll be GLAD on Easter when you shopped Marizon's today.

Sincerely yours,  
*Herb Kalman*  
Herb Kalman

P.S. It's been a long time since you've been in...and believe me, WE MISS YOU.

A GOOD APPROACH . . . was the "fashion note" used by Marizon's (clothing store) 705 Polk Street, Amarillo, Texas. Gordon Morrison (direct mail agency), 805 Jackson Street, Amarillo, sent it to us. It's a small 4"x6" message mailed in a hand-addressed 3" x 4" envelope. Looks like a personal "thank you" or "invitation." The copy on the Marizon's "fashion note" is just that . . . a friendly invitation to visit the store and get acquainted with the new spring apparel.



"WE CAN PULL THEM OUT OF THE HAT" . . . said a good inauguration tie-in letter from the Grace V. Strahm Letter Company, 301 Graphic Arts Building, Kansas City 6, Missouri. Multilithed in two colors . . . the letter showed a magician pulling a reproduction of the Kansas City Star's front-page inauguration story from his hat. The



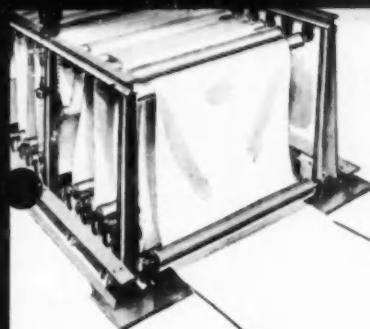
story was clipped from the paper, reproduced in the letter, and mailed the same day so it reached Strahm customers the day after the Star story appeared. The letter pointed out that such speed is available at Strahm because of their plate-making and other production facilities.



"CORDIAL CONTACTS" . . . a new syndicated monthly house magazine for lettershops, made its debut last month. The four-page, 8½" x 11" sales organ is being offered to lettershops in monthly lots of 100 to 10,000. Franklin Publishing Company, Inc., 101 Albemarle Avenue, S.E., Roanoke, Virginia is the publisher. "Cordial Contacts" includes hints and tips on how lettershop customers can increase their business. Price range is 9¢ each for 100 copies to 4½¢ each for 10,000 (with lettershop imprint). Only one lettershop in a city may subscribe . . . on a first-come-first-served basis.



DIRECT MAIL DOLLAR VOLUME for January, 1953 was \$101,827,775 according to an estimate issued by DMAA Committee. A slight increase over the \$99,516,152 reported for January, 1952. For complete listing by months of Direct Mail Dollar Volume in past three years . . . refer to page 31 of February, 1953 Reporter.

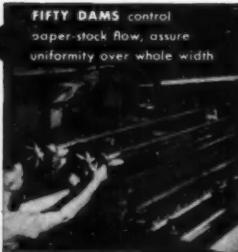


# Do YOU use a cockle-finish bond for your letterheads?

-Then you'll want to know this!

That rough-smooth finish you like so much is obtained by running the paper through a special-sizing . . . followed by hot air drying while paper is held at a carefully controlled tension.

The process is standard but it takes a special skill to obtain a truly even surface across big sheets of paper. And throughout the industry, Rising is acknowledged for its superior techniques — another reason why Rising production is up 33½% since 1948. That's the equivalent of over 900,000,000 — almost a billion letterheads!



**YOUR QUALITY GUARANTEED**  
a Baker's dozen of continuing checks, including microscopic analysis of fibre structure



Write for your copy of "Fine Paper At Its Best—And How It Gets That Way."



Take a good look  
at the specific  
qualities of . . .



## ✓ **Rising BOND 25% RAG**

A workhorse, yes! — but with crisp feel and the most uniform cockle finish available — white and five colors.

**25% RAG**

## ✓ **Rising OPAQUE BOND**

The same crispness and uniform cockle finish of Rising Bond . . . with super-opacity. In white only.

**25% RAG**

## ✓ **Rising LINE MARQUE**

Old World beauty of laid markings that vary from sheet to sheet—but you pay no premium. White and four pastels.

**AND REMEMBER... "Fine Paper At Its Best" costs no more . . . so why not have the best!**

**N. B.:—  
TEST and COMPARE  
at our expense!**

**THIS COUPON ENTITLES YOU TO  
25 STANDARD SIZE SHEETS  
OF RISING PAPER**

(for press run tests)

Present this coupon to your printer or paper merchant or mail directly to Rising Paper Company, Housatonic, Mass., with your letterhead. Offer limited to one set of samples to a customer — also you are requested to return a report on your test run.

### TRY THESE OTHER RISING PAPERS, TOO!

- 100% Rag Parchment
- No. 1 Index—100% Rag
- Winsted Vellum
- Hillsdale Vellum
- Intralace Text
- Platinum Plate

*right...*  
*from the*  
*beginning!*

**paper is the base of the job**

Well begun, half done...fine art, good copy  
the best of engraving...  
they all need the right paper  
to complete a satisfactory printing job.



## HUDSON GLOSS

Here's today's big value in process coated paper!

Smooth surfaced, uniform Hudson Gloss performs equally well on either flatbed or rotary letterpress...always delivers clean, sharp halftones. Perfect for catalog, book, organ, broadsides, booklets, folders, timetables, advertising literature.

**International Paper** COMPANY  
PAPERS FOR PRINTING AND CONVERTING  
220 East 42nd Street, New York 17, N.Y.